**Submission Criteria for Applicants**

This submission document must be filled out completely and is intended to help you carefully think through every step of your idea. The following are some tips to help you submit a winning plan.

The two most critical, and difficult, elements are:

1. Demonstrating a viable manufacturing process that produces a competitively-priced product and is not cost-prohibitive

2. Having a product with a significant market potential in order to realize economies of scale and long-term financial sustainability

A good entry is clear and concise. Most of the time involved in writing your plan should be spent researching and thinking. Make sure to document your research, including the sources of any information you include.

Please avoid making unsubstantiated claims or sweeping statements.

***Important note: As part of the judging process, all other things being equal, greater weight will be given to plans that use the most discarded recyclable waste. That is, the bigger the slice of waste pie, the better. Additionally, a larger potential market will be weighted heavier than a small niche market. That is, plans that are feasible and make the most impact will be given greater weight.***

**1. Executive summary**

The executive summary is the most important part of your plan. It should convey your enthusiasm for your idea and get the judging panel excited about it too.

We suggest that you write your executive summary last, after you have completed the rest of the plan. That way, you’ll have thought through all the elements and be prepared to summarize them.

Limit your executive summary to one or two pages in total.

After reading the executive summary, judges should have a basic understanding of your idea and its viability.

The executive summary should briefly touch on each of the sections (2-7) below.

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*Please include your executive summary here.*

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**2. Identify the Raw Recyclable Waste Material (RRWM) to be used and how you will secure it**

This is the “Curb” part of the challenge. The majority of raw material(s), by weight, used to produce the proposed product must be discarded waste sourced from within New York City’s five boroughs (Manhattan, The Bronx, Queens, Brooklyn & Staten Island).

Other raw material(s) sourced outside this area may also be used in the manufacturing of the product, provided that the majority by weight is locally sourced RRWM.

If your proposed product contains multiple parts, it is permissible for parts to be sourced from anywhere; however, greater weight will be given to business plans that expect to source these parts locally.

Categories of raw recyclable waste material may include, but are not to be limited to:

* Glass
* Plastic
* Paper
* Metal
* Textile
* Construction & Demolition
* Electronics

The plan must identify a feasible and verifiable method of securing the RRWM, while ensuring that any applicable codes, regulations and/or laws are met.

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*Please identify here the RRWM you are using and describe in as much detail as possible how you will secure this RRWM, transport it to a local manufacturing facility, and process or convert it (as necessary).*

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**3. Identify and describe the product**

The plan must describe a finished product that can be sold to customers within the New York Metropolitan Area. Customers may include, but are not limited to:

* Consumers
* Businesses
* Governmental agencies

There are no limitations on the type of product, and it may be a single product or multiple products as part of a product line.

Making prototypes of the product is encouraged but not required, as complexities and costs may make it prohibitive to do so in some cases. If a prototype is produced, please submit photos and/or video in the Appendix, as appropriate, with this initial submission. If the entry is judged a finalist, then any physical prototypes should be included in the in-person presentation to the panel.

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*Please describe the product here.*

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**4. Explain how the product will be locally manufactured**

The manufacturing process should be explained in as much detail as possible, including the estimated cost of labor and materials. Description and estimated costs of equipment should also be included.

As a first step, describe what, if any, conversion or modification processes the RRWM must go through before beginning the product manufacturing. Include the estimated cost of labor, materials and equipment.

As a second step, describe the manufacturing process in as much detail as possible. Include a complete estimated bill of materials cost, labor cost, and equipment cost.

As a third step, submissions may, but are not required to, identify a specific local manufacturing facility. If a specific facility is not identified, then requirements for a facility should be included (e.g. square footage, zoning, utility requirements, ideal location, truck docks, etc.). Submissions should also identify if their business plan requires a facility or infrastructure that is not currently available within the five boroughs. Ideal business plans will incorporate any necessary infrastructure within their model.

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*Please describe here, following the three-step format above, in as much detail as possible, the manufacturing process. Attach in the Appendix any charts or diagrams to support your plan.*

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**5. Describe the marketing plan**

This is the “Market” part of the challenge.

Provide market research, target market identification, competitive analysis, pricing, and a marketing strategy.

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*Please describe your marketing plan here.*

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**6. People**

If you and/or your team intend to take an active role in the startup, which is heavily preferred, then please include a bio for each team member. Summarize your experience in a paragraph or two per person. Focus on the prior experience and skills that have prepared your team to succeed in this business endeavor. If anyone has previous experience starting and growing a business, explain this in detail.

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*Please include bios of your team members here.*

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**7. Provide Financial Projections for Three Years**

At a minimum, provide a three-year Income Statement and Balance Sheet projection, broken down by quarter for the first year, and annually for the second and third years. The amount of detail you go into is up to you, just be certain to make it easy for the judges to read and evaluate.

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*Please include your financial projections here.*

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**8. Appendix**

Please do not clutter your submission with supporting documents. Instead, put these documents in the Appendices, and refer to them in the body of the plan so judges can find them as needed.

You can also include any other materials that will give judges a more complete picture of your plan or support the projections and assumptions you make in your plan. After reviewing the Appendices, the judges should feel satisfied that the assumptions throughout the plan are backed up by documentation and evidence.