

# The Launch Application Outline

## General Guidelines and Information

1. Please submit only one application per person or team. Only applications submitted electronically through [bozzuto.com/the-launch](http://bozzuto.com/the-launch) will be accepted.
2. Please note that all fields are required.
3. Applications are due by September 6, 2019. Finalists will be selected and notified on September 25, 2019.
4. Your business idea will be evaluated by the following criteria: adherence to core values, creativity and effort, strategic solution to a business problem, ability to be implemented, and impact on the business, environment, and/or community.
5. Finalists will present their idea to a panel of judges in Greenbelt, MD. Travel and accommodations will be provided by Bozzuto.
6. The Judges will include Julie Smith, CAO, Stephanie Williams, President BMC, Steve Strazzella, BDC and BHI President, Mark Weisner, BCC President, and Khushbu Sikaria, VP of Innovation & Product Development.
7. There will be a reception following the presentation.
8. If you have any questions, please email [innovation@bozzuto.com](mailto:innovation@bozzuto.com).

## Section I: Business Idea

Innovative ideas solve an existing problem or meet a changing consumer need or desire. Please state your idea and what problem you intend to solve. Be as clear and concise as possible.

### I. Functional Business Area

Which business function does your idea fall under?

- BMC Customer Experience
- BMC Operations
- Employee Experience
- Sustainability
- Training
- Development
- Finance
- Construction
- Home-building
- Product Innovation

### II. Describe your business idea.

For example, Uber's original idea may have been "Make it easy, fast, and pleasant for anyone to get a taxi."

### III. What are you solving for?

In the case of Uber, it's solving for the frustration that customers feel when trying to hail a taxi.

## Section II: Product Development

In this section, please describe the product, service, or process that you intend to create in order to execute your business idea.

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**I. What product, service, or process do you intend to create?**

Again, for Uber the product used to deliver this is a mobile app that connects the user to the supplier and creates transparency in the transaction. Please consider your value proposition.

**II. What solution are you proposing?**

How will this product, service, or process resolve the problem?

## **Section III: The Customer**

Your customer can be Bozzuto's residents, clients, employees, vendors, or another group who you hope to target to use your idea.

**I. Who is (are) the customer and how do they benefit?**

What value does the idea create for the customer and what pain point does it alleviate?

**II. What will attract customers to your idea?**

## **Section IV: Impact on Business**

In this section, you will need to identify the partners and costs associated with your idea, in addition to, the value your idea will bring to Bozzuto.

**I. Who are the key partners that are essential to make this idea work?**

Examples are leasing agents, clients, vendor(s), etc.

**II. What are some of the cost factors involved?**

List the high cost items you need to launch your idea, such as an app or materials.

**III. How do you measure success?**

How will we know the business idea is successful upon execution? Will this reduce delinquency, add customer flexibility, increase profitability by 1%, etc.?