



# FUTURE DRAGONS ENTRY FORM

## Entrepreneurship for young people - entry form

If you are a young person who has a great idea for a business, a 'must-have' product of the future ready for investment, we'd love to hear from you. You'll need great powers of persuasion to convince our Future Dragons panel to give you seed capital. If that sounds like you, just submit your details in the form below.

Please complete all questions for entry into the Future Dragons programme.

### Section 1 (of 4): General Information

First Name:

Last Name:

\* if there is more than one person in your proposal, please refer to the rules & regulations

Age:

Date of Birth:

School/Workplace:

Address:

City/Town:

Home phone:

Cell phone:

Email address:

Your connection to Upper Hutt:

\* To be completed if entrant is under the age of 18 years of age:

I ..... (parent/guardian) confirm without reservation that I have read the rules and regulations for Future Dragons and grant full permission for .....(son/daughter) to enter the programme and to be involved in any promotion and other related activities.

**What is the name of your business idea?**

Please turn over for page 2 >>>

**Describe your idea in less than 25 words.**

Four horizontal rounded input fields for describing the idea.

**Section 2 (of 4): Tell us more about your business idea.**

**Tell us about the sort of people who might buy your product or service.**

What age group are they?

Horizontal rounded input field for age group.

What do they do? (high school, training, working etc)

Horizontal rounded input field for occupation.

Where they live? (eg. Upper Hutt, Wellington region, Lower North Island, New Zealand, Other )

Horizontal rounded input field for location.

What are their interests? (what do they like to do in their spare time?)

Horizontal rounded input field for interests.

How many people fit into your customer profile?

Horizontal rounded input field for customer profile size.

How much do you think people would pay for your product or service?

Horizontal rounded input field for price.

How often do think people would buy your product or use your service?

Horizontal rounded input field for frequency.

Tell us what time of year they would buy (please circle one or more).

Summer

Winter

Spring

Autumn

All year round

Other (eg.around Christmas)

Horizontal rounded input field for other time of year.

What price do you intend to sell your product/service at ?

Horizontal rounded input field for price.

**Finding out what people think.**

**Tell 5 people (preferably a range of people you think would buy your product) about your product/service, then ask them the following questions and record their answers.**

What do you like about the product?

Three numbered horizontal rounded input fields for recording answers.

- 4.
- 5.

What would you pay for it?

- 1.
- 2.
- 3.
- 4.
- 5.

Would you buy it?

- 1.
- 2.
- 3.
- 4.
- 5.

### Section 3 (Of 4, not long to go!): Who are you and your business up against?

Tell us about **3** of your competitors. (people selling the same or a similar product/service)

Competitor #1:

- What they offer
- What they charge
- What they do well
- What they don't do well
- Where there are gaps you can exploit

Competitor #2:

- What they offer
- What they charge
- What they do well
- What they don't do well
- Where there are gaps you can exploit

Competitor #3:

- What they offer
- What they charge

What they do well

What they don't do well

Where there are gaps you can exploit

Tell us about up to 3 differences your business has that will make it better than your competitors.

1.
2.
3.

Tell us about 3 strengths about your product/service.

1.
2.
3.

Tell us about 3 weaknesses of your product/service that may need to be minimised.

1.
2.
3.

**Section 4 (last section!): How much money will you need to make a good start in your business?**

Please attach a budget that tells us

- how much you need to start your business
- what resources you require
- what your ongoing costs are

Congratulations! You have nearly completed the application form. Please read the following, and if you agree, sign the entry form and then send the form to us.

Privacy:

I understand that my personal information:

- Provided to the Promoters will be used for the purposes of the Future Dragons programme;
- Will be stored by the Upper Hutt City Council;

- Can be accessed by me and I can request its correction.

- I authorise the Promoters to obtain at any time from any person or entity any information that the Promoters require to process my application or run the Future Dragons Programme. I authorise any such person or entity to release any of my personal information for the purposes of the Future Dragons Programme to the Promoters.

I confirm that the information given in this form is, to the best of my knowledge and belief, true and accurate.

NAME

SIGNED

DATE

Please send this entry form to:-

Jesse Boyce

Upper Hutt City Council

Private Bag 907

Upper Hutt 5140

or hand this form into the Upper Hutt City Council, 838-842 Fergusson Drive, Upper Hutt Library, 844 Fergusson Drive, Upper Hutt or Upper Hutt i-SITE Visitor Centre, CBD Towers, Ground Floor, 84-90 Main Street, Upper Hutt.



**MINISTRY OF  
YOUTH DEVELOPMENT**  
TE MANATŪ WHAKAHIATO TAIOHI  
Administered by the Ministry of Social Development