### 5 PROBLEMS:
1) TBD 
2) TBD 
3) TBD 
4) TBD 
5) TBD

### 1. Problem being Solved:
- Why is this a problem?
- Is it a major/ global problem?

### 2. Outline of the Solution:
- Provide details as to how your product/ service works.
- What are the benefits your product / service provides?
- Possibly include pictures of your product / service.
- Is there any intellectual property (trademarks, patents, copyrights, trade secrets)?
- What stage is the product / service at? (Idea stage, design stage, prototyping stage, early development, being commercialized.)

### 3. Market Validation & Competition:
- What statistics indicate that your product / service is needed and/ or wanted by the marketplace?
- Is there a clear market need?
- Will customers pay a premium?
- What are the competitive advantages?

### 4. Financial Viability:
- Show that your product / service is profitable.
- How will you fund the upfront costs?

### 5. Sustainability:
How sustainable is your solution environmentally, socially, and economically?
- **Social Sustainability:** The ability of a social system to function at a defined level of well being and harmony indefinitely.
- **Environmental Sustainability:** The ability to support a defined level of environmental quality and natural resource extraction rates indefinitely.
- **Economic Sustainability:** The ability of an economy to support a defined level of economic production indefinitely.

### 6. Operations, Marketing / Distribution:
- Is there a viable plan to set up operations?
- Is there a viable marketing strategy?
- Are there clear distribution channels?

### 7. Management:
- Who will build and manage this company?

### 8. Scalability:
- Is the product / service scalable into multiple national or global markets?

Submit your solution online at [www.umanitoba.ca/gamechanger](http://www.umanitoba.ca/gamechanger) (any questions email [gamechanger@umanitoba.ca](mailto:gamechanger@umanitoba.ca))

Deadline to submit solutions: Wednesday, November 1, 2017

**$10,000 First Place Prize!**