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| **Master of Science Technopreneurship & Innovation Programme (MSc TIP)** |
| Business Idea Statement & BUSINESS VENTURE |
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| Name: |       |
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1. **Business Idea Statement**

In order for you to demonstrate your entrepreneurship passion and innovative thinking, you are required to submit a business idea statement in **500~800 words**. The business idea must come from yourself. The idea could be something still in your head but you genuinely want to pursue in the near future. It could also be something which you have already implemented and are continuously working on. No matter in what form or stage is your business idea, please describe it by addressing the following key points:

1. What problem do you intend to solve in relation to this idea?
2. What is the product or service behind your idea?
3. Who would be your customers and why them?
4. What innovation is involved in your idea?
5. What have you done or what will you do to make your idea real?

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1. **REAL Business VENTURE Experience (IF ANY)**

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| **Business Venture 1** |
| Name of Company:        | Year Registered:       |
| Your Job Function:       | Industry:       |
| Brief Description of your Product / Service:      |
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| **Business Venture 2** |
| Name of Company:        | Year Registered:       |
| Your Job Function:       | Industry:       |
| Brief Description of your Product / Service:      |
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# \*Kindly submit the completed form on the application portal before due date.