

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 will be accepted.
2. Please note that all fields are required.
3. Applications are due by August 12, 2019. Finalists will be selected and notified on September 10, 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 on October 3, 2019 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.

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 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 problem are you solving?

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.

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?

III. What are your competitive advantages?

Why is this better than other similar products, services, or processes that may be available in the market?

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?

II. How are you going to attract customers and get them to use your idea?

III. How will you reach your customers?

What sales and/or supply channels will you use to deliver your idea to your customer?

IV. How does the customer benefit?

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

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 the most important costs inherent to this business model?

Estimate how much it will cost to build this out at scale. Consider both startup and ongoing costs.

III. What is the timeline to launch?

What is the estimated time to launch version one of your idea? Is it a one-time launch or continual roll-out?

IV. What impact will this have to the business?

Examples are additional revenue, operational savings, more new business, more efficient business practices, etc.

V. 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.?