New York State Business Plan Competition 2016 Eligible Categories

Information Technology/Software

• Any idea, technology, product, and/or service that relates to apps, informational technology, software, and/or internet applications in for profit enterprises. If the value that your idea or technology provided lies in the creation of or is delivered through an app, then you belong in this category.

• Examples: An app that helps pairs potential roommates, a website/app that uses social media to collect payments from friends, a web service designed to tailor resumes for specific jobs, a file sharing service, an app or website that aggregates data and reviews about solar panel installers.

Biotechnology/Healthcare

• Any idea, technology, product, and/or service that relates to healthcare, biomedical, pharmaceutical, and/or life science applications.

• Examples: New method for testing pharmaceuticals, all-natural mosquito repellent, CPR training services, physical therapy massager.

Energy/Sustainability

• Any idea, technology, product, and/or service that relates to energy, clean energy, renewable energy, energy efficiency, environmental, and/or sustainability applications.

• Examples: Composting subscription service, LED manufacturing technology, lithium ion batteries, clean energy crowd funding service.

Nanotechnology/Advanced Technology

• Any idea, technology, product, and/or service that relates to materials science, advanced hardware, semiconductors, optics, and/or electronics applications that are not applicable to Biotechnology/Healthcare and Energy/Sustainability. These products and processes have been likely developed after years of laboratory research and have patent protection.

• Examples: High-performance skis coated with nanomaterial, data transmission device, vibration detector.

Social Entrepreneurship/Non-Profit

• Any idea, product, and/or service that addresses a social need, for which profit is not the primary motivation, or provides a product/service for nonprofits. If formed, the venture would be either a Benefit corporation or be eligible for 501(c) status.

• Examples: Selling a good or service that raises awareness and donates significant portion of the revenues to a cause, organization that provides financial literacy training, cooperative non-profit coffee shop, bike trail, a website to connect community members with volunteer opportunities.

Products/Services

• Any idea, product, , and/or service that does not fit any of the other categories falls into the Products/Services category.

• Examples: Workout equipment, bakery, brewery, dessert delivery service.