

Candidate Submission Booklet

PATH A — Developed idea with a prototype

How to use this booklet

This booklet is not a test, and you do not need to answer every question fully. It is designed to help both you and us understand where your project genuinely stands.

Where we ask for evidence, use what you have actually heard, tried, or measured — not clichés or a 'dream story' version of your venture. That distinction matters more to us than how far along your project is.

Sections A0–A3 of your booklet should fit on no more than 5 pages. The 5-page limit applies to A0–A3 only. The self-check is not counted. You may attach a pitch deck, presentation, business plan, or sketches or photos of your prototype as an annex. The annex has no page limit.

A0. What stage is your venture at?

This isn't a test you can fail — it just tells whoever reviews your submission what's realistic to expect from you. A \$0-revenue developed idea and created prototype is never compared against later-stage expectations; you're only ever assessed against what's realistic for YOUR stage.

Stage	Typical revenue	What this stage looks like
Development (most Path A submissions)	\$0	You understand the market need and have a defined product concept, with a prototype
Launch (possible for Path B)	< \$500K	You have initial customers (or one B2B client) or early adopters and some real feedback
Product-Market Fit or beyond	\$500K+	Not expected at this stage — mentioned only for completeness

Which stage best describes your venture, and why:

A1. Submit your presentation — or a One-Pager

Submit ONE of the following alongside this booklet:

- A pitch deck/presentation or business plan covering, at minimum: the problem, your proposed solution, your target market, your business model, your team, and what problems you are facing now and what has been attempted to solve those issues (funding, mentorship, certain expertise in team, etc.); OR
- A One-Pager, if you don't have a formal deck — the shortest, sharpest version of your startup story, in this structure (you don't need to follow it word-for-word):

Section	What to include
1. Problem & Context	One or two sentences about the real pain your user feels — use the actual words you heard from people, if you've spoken to any
2. Solution & Value Proposition	Your Focus Sentence (see A2 below) plus what changes for the user once they use it
3. Target Customer	A specific audience — not 'everyone.' It's fine to say who this is NOT for too
4. Evidence	Any real signals you've seen to prove the need for this type of product — reactions, patterns, early interest, even a single strong conversation

5. SWOT Highlights	2–3 strengths/opportunities you're confident about, 2–3 weaknesses/threats you're watching
6. Business Model Snapshot	Who pays, how much, how often — plus one line each on reaching customers, early costs, and scalability (what is important to achieve and how, e.g. maximise revenue by increasing number of paying customers (loyal to your company), increasing the price, or creating conditions for more frequent purchases etc).

A2. Your Focus Sentence

Before anything else, complete this — it forces the same clarity we're looking for across every submission:

"Our product does *ONE* thing perfectly: it helps [target customer] achieve [specific outcome] by using [your unique method]."

Your Focus Sentence:

A3. Reflect using Brookfield's Four Lenses

Using the framework, apply the four lenses to your own project. Answer honestly, grounded in what you've actually heard or observed — this is where we learn how you think, not just what you've built.

Lens	Whose view this represents	Your response
Personal Perspective	<i>Your own view as the founder</i>	Why do you believe in this idea? What assumptions are you making that you haven't fully tested?
User/Customer Perspective	<i>The person who would actually use or buy this</i>	Would your target customer really want this? What have you done to find out, if anything?
Industry Peers Perspective	<i>A competitor, mentor, or expert in this field</i>	How might someone experienced in this industry view your idea? What might they challenge?
Theoretical Perspective	<i>Evidence, data, or research</i>	What evidence supports your idea? What evidence might challenge it?

Notes / your response:

A4. Self-check before you submit

Work through these honestly. You do not need a 'yes' to every item — if you answer 'no' or 'not sure', that's useful information for your assessor, not a reason to hide it.

- ☐ **A4.1** Have you completed your Focus Sentence (A2)?
- ☐ **A4.2** Have you identified who your target customer actually is (not just 'everyone')?
- ☐ **A4.3** Have you explained why this idea matters to you personally?
- ☐ **A4.4** Does your submission explain how the business would actually make money?
- ☐ **A4.5** Have you mentioned any real evidence (research, conversations, data) that supports your idea?
- ☐ **A4.6** Have you been honest about the biggest risk or unknown in your idea?
- ☐ **A4.7** Have you named at least one real competitor or alternative, and said what makes you different from it?
- ☐ **A4.8** Have you said how customers will actually find out about and get your product (not just that they'll want it)?
- ☐ **A4.9** Is your submission within the agreed length/format?
- ☐ **A4.10** Have you named your files sensibly (e.g. Surname_FirstName_ProjectName)?

- ☐ **A4.11** Have you saved your file as pdf?
- ☐ **A4.12** Have you added a title to the annex?
- ☐ **A4.13** If you have used cloud storage such as Google Drive to share photos, videos, etc. and included the link in the booklet, check that anyone with the link can open the folder.

Declaration

I confirm that this submission reflects my own thinking and my own project, completed honestly and to the best of my current understanding.

I consent to TLF sharing a summary of my project and its outcomes (including my name, unless I request otherwise) in future admissions and promotional materials.

Name: _____ Date: _____

Signature: _____

Acknowledgement of Contributors

List everyone who helped with your work and explain how they helped. Include any generative AI tools, such as ChatGPT, Claude or Gemini, and copy the prompts you used. Honest acknowledgement is part of good academic practice and our integrity policy.

Contributor	Role or relationship	How they helped
<i>e.g. Claude (generative AI)</i>	<i>AI tool</i>	<i>Suggested ideas for the market analysis. Prompts used: "...", "..."</i>
<i>e.g. Maria Ivanova</i>	<i>Parent (mother)</i>	<i>Contributed to narrowing down the idea and helped to calculate TAM</i>
<i>e.g. Mr Smith</i>	<i>Tutor (Business Studies teacher)</i>	<i>Explained the profit framework and checked the financial calculations</i>
<i>e.g. Alex Chen</i>	<i>Peer (team CTO)</i>	<i>Developed the app prototype shown in the demo</i>
<i>e.g. Dr Lopez</i>	<i>External mentor</i>	<i>Shared industry data on market size</i>