

Candidate Submission Booklet

PATH B — Already Operating / Tested Venture

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 B0–B4 of your booklet should fit on no more than 5 pages. The 5-page limit applies to B0–B4 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.

B0. 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:

B1. Your Focus Sentence

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

Your Focus Sentence:

B2. Your real metrics — not projections

Report what has actually happened so far, not what you expect to happen. If a number is small, report the small number — early, honest traction is exactly what we're looking for.

	Why it matters	How you measured it	Current value	Notes
Key Metric	The single most important number showing your product delivers real value			
Supporting Metric 1				
Supporting Metric 2				

B3. Evidence of real traction

- ☐ **B3.1** Do you have any active or paying users? Roughly how many?
- ☐ **B3.2** Have you generated any revenue? If so, how much, and from what?
- ☐ **B3.3** Have you raised any funding (including friends/family, grants, or competitions)?
- ☐ **B3.4** Have you received any outside recognition — press, awards, an accelerator, a competition placing?
- ☐ **B3.5** How do customers currently find out about you, and how do they actually buy/access what you offer?
- ☐ **B3.6** What is the single biggest thing you've learned from real users that changed your thinking?

Notes / your response:

B4. Reflect using Brookfield's Four Lenses

Since you have a real, operating venture, answer these as honest reports on what you've actually observed — not predictions.

Lens	Your response
Personal Perspective — has running this changed how you see the idea, compared to when you started?	
User/Customer Perspective — what have real users told you, in their own words?	
Industry Peers Perspective — how has anyone experienced in this space reacted to what you've built?	
Theoretical Perspective — what does your data suggest that you didn't expect?	

B5. 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.

- ☐ **B5.1** Have you completed your Focus Sentence (B1)?
- ☐ **B5.2** Have you identified who your target customer actually is (not just 'everyone')?
- ☐ **B5.3** Have you explained why this idea matters to you personally?
- ☐ **B5.4** Does your submission explain how the business actually makes money?
- ☐ **B5.5** Have you mentioned any real evidence (data, photo shots or video file to show a working business) that supports your case?
- ☐ **B5.6** Have you named at least one real competitor or alternative, and said what makes you different from it?
- ☐ **B5.7** Have you said how customers will actually find out about and get your product (not just that they'll want it)?
- ☐ **B5.8** Is your submission within the agreed length/format?
- ☐ **B5.9** Have you named your files sensibly (e.g. Surname_FirstName_ProjectName)?

- ☐ **B5.10** Have you saved your files as PDFs?
- ☐ **B5.11** If you are submitting a video or photos, upload them to cloud storage such as Google Drive. Then check that the folder can be opened by anyone with the link, and share that link here within the booklet.

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>