

## Sample Application

**This is just an example. Applications can and should vary substantially in detail, length and content.**

- a. Name- Jacob Ferrin
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  - c. University or College-University of Utah
  - d. UNID(if U of U student) u0000000
  - e. Major- Business
  - f. Idea Name- BackSaver Cushion
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1. What is your idea/product/invention and what problem does it solve?  
[A portable seat cushion designed for classroom seats. This solves the problem of students having to sit in uncomfortable seats for long periods of time during classes, which can result in lower back pain.](#)
  2. Please describe the milestone you would like us to fund and explain why this milestone is necessary to develop your idea into a viable business.  
[Developing multiple prototypes to test the durability of the cushion. A retailer has expressed interest in the product but requires a durability test to ensure the product will withstand normal wear and tear.](#)
  3. Please list the amount of funding you are requesting and describe what this funding will be used to purchase.  
[\\$500](#)  
[The money will be used to purchase materials and services needed to develop 10 prototypes for the durability test.](#)  
[10 yards of microfiber cloth at \\$10/yard: \\$100](#)  
[Memory Foam: \\$100](#)  
[20 hours of sewing services at \\$15/hr.: \\$300](#)
  4. Who is going to pay you for this idea (your customers)?  
[Students who are experiencing lower back pain or at risk of developing lower back pain.](#)
  5. What research have you done to determine that these customers want your idea and will pay you for it?
    - [I have spoken with 15 students who have experienced lower back pain and nine said they were interested.](#)
    - [Interviewed two chiropractors who confirmed this design could reduce lower back pain.](#)
    - [Conducted a Google survey of 30 students of which 17 said they would probably purchase this product.](#)
  6. Please list the search terms you have used to research ideas that are similar to yours and list the ideas that are most similar to yours.  
[Chair cushion, student cushion, classroom seat cushion, seat cushion, lower back pain cushion, medical cushion, microfiber cushion, memory foam cushion, durable seat cushion, seat with lower back cushion, pain relief cushion, back support cushion, comfortable back cushion, sitting comfort cushion, lower back pain treatment, chiropractor lower back pain treatment.](#)

-Ikea chair pad

-Bed Bath & Beyond microfiber seat cushion

-Mainstays memory foam cushion

7. What features or elements differentiate your idea from similar ideas?

Integrated zipper bag to increase portability. Ergonomic design. Breathable microfiber cover.