

Volusia Innovation Challenge



2025 Participant Application

Required fields are marked with an asterisk ().*

Applicant Information

| Last Name | First Name | Middle Initial | Are you 18 years of age or older? |
|-----------|------------|----------------|-----------------------------------|
| SANCHEZ | WILLIAM | J | Yes |

| Phone | Email |
|----------------|------------------------|
| (123)-456-7891 | william@wirelessfl.com |

| Street Address | Apt/Unit # | City | State | ZIP |
|--------------------|------------|---------------|-------|-------|
| 700 Catalina Drive | 285 | Daytona Beach | FL | 32114 |

Are you a citizen or have legal status in the United States?

Yes

Will there be a collaborator presenting with you?

Yes

Collaborator Information

Collaborator #1

| Last Name | First Name | Middle Initial | Title/Role |
|-----------|------------|----------------|------------|
| Wilson | Woodrow | | CIO |

Collaborator #2

| Last Name | First Name | Middle Initial | Title/Role |
|-----------|------------|----------------|------------|
| Bradley | Omar | | COO |

Collaborator #3

| Last Name | First Name | Middle Initial | Title/Role |
|-----------|------------|----------------|------------|
| Hamilton | Alexander | | CFO |

Business/Concept Information

1.) Business Name

ILLUMIVATION LABS

2.) Year Started

2024

3.) Business Website

<https://www.illumivationlabs.com/>

4.) Is your business located in or proposed to be in Volusia County?

Yes

5.) Does your new product/service involve proprietary information (patent, trademark, copyright, etc.)?

Yes

6.) Are there others, besides you and members of your presenting team (collaborators), who possess ownership rights to your IP?

Yes

7.) Select the appropriate milestone that reflects progress made with your IP

B.) I already applied for IP protection

8.) Describe your innovative product/service and explain what problem it is solving (100 words or less).

Solid state environment control monitoring device.

9.) From the following list, select one that best describes the stage of your new venture.

B.) My innovation has already been modeled and shown/tested

10.) Who are, or will be your primary competitors in the marketplace?

Large electronic firms such as Siemens and Westinghouse.

11.) What differentiates your innovation from others, and what specific marketing strategy or steps will you take to promote and sell your product/service? (100 words or less).

The monitoring device will cost less and will be accessible to smaller footprint brick and mortar establishments.

12.) Describe the ideal customer for your product/service and which channels you will use to reach your customer (online, retail store, etc.).(100 words or less).

Prime customers will be small businesses requiring environmental control in operational areas of their facility. This would include data centers, restaurants, solar farms, water plants, specialty production facilities and others.

13.) How will you get revenue and what is the annual sales potential (\$) of your innovation?

Revenue will be generated by business-to-business product sales, environmental monitoring subscriptions and service contracts.

14.) What are the largest expense items you expect in providing your product/service?

Product samples, sales staff and marketing campaigns.

15.) Describe the biggest hurdles affecting achievement of your business goals this year. (100 words or less).

Development of an adequate sales strategy to establish a market presence and thwart competitive attacks (price and marketing campaigns) from large competitors.

Participation

16.) How did you hear about the Volusia Innovation Challenge?

Through Volusia Business Resources ads.

17.) Why do you want to pitch your business product/service?

To refine my concept and find possible collaborators/investors in the event finals.

18.) How do you intend to use the prize money if selected as this year's winner?

Money will support a marketing campaign.

Disclaimer and Certification

I certify that my answers are true and complete to the best of my knowledge. I understand that false or misleading information in this application may result in forfeiture of funds and in-kind gifts awarded in this competition.

Full Name

William Sanchez

Date

2025-01-06