

NTT DATA Open Innovation Business Contest is a **competition of proposals for collaborative business** between NTT DATA and contest applicants.

Each proposal will be evaluated on the following factors:

- Business plan – novelty, feasibility, competitive advantage, social impact
- Synergy with NTT DATA
- Size of business – user needs, market size, growth potential

Please submit your **proposal for a collaborative business** with NTT DATA in **English or Japanese**.

- 10 pages or less
- Must be a PDF file that is 8MB or smaller
- Use the link provided in the application acceptance notice
- This submission is the step 3 of the screening process as described in this page:
<http://oi.nttdata.com/en/contest/8th/about/#anchor03>

Suggested contents

- Overview of your company and team
 - Also identify your competitors
- Description of your key solutions that are relevant to your proposal
- Description of the proposed business
 - Overview
 - **Key differentiators and unique selling points**
 - **Flow of money and services between all stakeholders and customers**
 - **Market size and growth potential**
 - **Synergy with NTT DATA** – how vital and irreplaceable is NTT DATA in the proposed business