

2016 TECHNOLOGY OPEN CALL



Walmart
Lab 415-C

STEP 1: SUBMIT A THREE MINUTE VIDEO

To submit a video for the 2016 Walmart Technology Lab 415-C open call, please submit a three minute video covering the following information:

1. IDENTIFY A PROBLEM

(5-10 seconds)

Clearly identify a problem that your business/technology is solving for our customers, associates or home office. This should be the clearest statement you make in order to help the audience immediately understand the importance of your business/technology to Walmart.

2. SOLVE THE PROBLEM

(1 minute)

Explain clearly how your business/technology solves the problem. Rather than jumping into the technological details, describe broadly the key features involved in your solution.

3. SET YOURSELF APART

(1 minute)

Tell us how your solution is unique when compared to similar technologies/businesses. Why should Walmart consider your solution? What is the market value of your technology? What does Walmart stand to lose/gain/risk?

4. SHOW US A DEMO

(20-30 seconds)

Show us your business/technology in action.

STEP 2: SUBMIT A WRITTEN ACCREDITATION FORM

Fill out and submit a **one page** accreditation form. The purpose of the accreditation document is clearly identify:

1. SUMMARY

Provide a short summary paragraph of what your technology is. This paragraph should be no more than 150 words.

2. ROADMAP

Provide a breakdown of the milestones you plan to accomplish to maintain relevancy, plus a timeline that spells out when each milestone will be completed. This section should include an understanding of the developments, challenges and milestones your technology faces:

- Currently
- 12 months from now
- 24 months from now

3. BENEFITS

Provide a clear, succinct statement as to the problem you are solving for Walmart, and why this would benefit either our associates, customers or members.

4. RISK ASSESSMENT

In this section, clearly outline what Walmart stands to lose if it does not recognize the importance of your service/product. This could include market analysis, competitor insights and other relevant data.

5. MEDIA PACKET

Please provide 1-2 photos of your technology, or send a link to a media package available for your technology.