



APPLICATION FOR THE

# STARTUP CERTIFICATE

INFORMATION ABOUT THE  
READ DECK

HM 



supported by

  
ZEIDLER  
FORSCHUNGS  
STIFTUNG

# GENERAL

- / The presentation must be **understandable** and **fully comprehensive** for the reader on its own (read deck).
- / All information will be treated **confidentially** and will not be passed on to third parties.
- / Please feel free to use graphics, diagrams or tables for **visualization** as well as footnotes with corresponding references.
- / **Contents and outline suggestion** of the presentation for orientation (maximum 12 slides):
  - / Front page
  - / Team
  - / Product / Service / Innovation
  - / Customer benefits
  - / Earnings / business model
  - / Market analysis
  - / Competition analysis
  - / Planning, implementation and milestones
- / Remember to include the **other application documents** (curriculum vitae of each team member)

# (0) TITLE PAGE

- / **Name** of the start-up and **logo**
- / **Image** (e.g. product / service, problem etc.)
- / **Contact information**
- / **Elevator pitch:** Introduce yourself and summarize your idea in a single explaining sentence

<NAME OF THE START-UP>  
is <DEFINED OFFER / PRODUCT>  
the < SOLUTION TO A PROBLEM>  
for <TARGET GROUP>

# (1) TEAM

## INTRODUCTION OF THE FOUNDING TEAM

- / **Competencies** - background, education, experience of team members
- / **Task sharing** - who does what?
- / **Time availability** - Who can invest how much time per week to implement the idea?
- / **Motivation** - What motivates you to successfully promote and implement this idea?
- / Design of the **work on the project** so far (fixed days, locations, rooms)
- / **Relationship to HM Hochschule München University of Applied Sciences** - Status (student, graduate, employee, etc.), joint projects, previous cooperation

## (2) PRODUCT / SERVICE / INNOVATION

### PRESENTATION OF THE BUSINESS IDEA

- / Description of the **problem** being solved.
- / **Solution** - What does it look like? And what is new about it?
- / **Stage of development** - What has already been developed? Are there first prototypes?
- / **Industrial property rights** - Is the idea protectable and does not break any existing industrial property rights?

# (3) CUSTOMER BENEFIT (VALUE PROPOSITION)

/ Please be as specific as possible

## (4) REVENUE / BUSINESS MODEL

- / What could this look like?
- / How is money earned with it?

# (5) MARKET ANALYSIS

- / **Overview** - In which market is the business idea located and moving?
- / **Target group(s)** - Who is your future customer? What does the target group you are addressing look like?
- / **Unique selling proposition (USP)** - Please be as specific as possible



# (6) COMPETITION ANALYSIS

/ What is the competition like?

# (7) PLANNING, IMPLEMENTATION AND MILESTONES

- / Describe your objectives of the project in a **graphical implementation plan** for the period of six months from the start of the program in terms of the following possible topics (examples given):
  - / Team (e.g., composition, extension, distribution of tasks/structure)
  - / Product/Service (e.g., technical development status, prototypes, tests, status of property rights)
  - / Profit/Business model (e.g., elaboration, tests)
  - / Customer/Market development (e.g., delimitation of the market segment, validation, survey and sharpening of the target group(s), pilot customers, cooperations, partners)
  - / Competition (e.g., observations, demarcation)
  - / Financial planning (e.g., expenditures, competitions, received/planned funding programs, external financing or other received/planned financing/grants, investor meetings)
  - / Organisational (e.g., completed/planned foundation, turnover, participation in other accelerator/incubator programmes, legal, infrastructure, resources)
- / Please enter **3 milestones for the first 3 months in the funding program and 3 more for the following 3 months**, each of which you will briefly explain.