"Name of the business idea

(concept / project title)"

Claim: Summarize the idea in a single explanatory sentence.

<NAME OF PROJECT> is <DEFINED OFFER/PRODUCT> that is <SOLUTION TO A PROBLEM> for <TARGET GROUP>.

**Category** #

**Date:** DD.MM.YYYY

**Team members:**  
Provide the following information about yourself (in case of individual registration) or about the whole team including you (in case of team registration).

Per person:

Academic title, if applicable, First name Last name

Contact details: E-mail, mobile phone number

HM reference: select / enter applicable below and delete as appropriate

* Status at HM: Student:in, Staff:in or Alumnus/a
* Faculty: Number + name, e.g. FK 01 Architecture
* Employment at HM: (if employee)
* Course of studies & semester: (if student:in or alumnus/a; as alumnus/a please indicate graduation dates of studies at HM)

**Information required from applicants in category 1**

**Course / qualification event:** course title **Semester** in which the course was attended: semester year  
**Course leader:** title, first name, last name, faculty **Team name in the course:** Team name

Legend:  
Please overwrite the blue marked font (placeholder)  
Please delete the red marked font (instructions)

ⓘ= Recommendation / Hint  
☑= Evaluation criteria

**As a reminder, the CV per team member is required as another document for application.**

**Content (max. 10 pages)**

**1. Topic & Summary** (max. ½ page)

**2. Team & Vision** (max. 1 page)

**3. Problem definition, target group, market & competition** (max. 3 pages)

**4. Idea, solution approach & business model** (max. 3 pages)

**5. Implementation planning** (max. 1 page)

**6. Other & Notes** (max. 2 pages)

**1. Topic & Summary**

Give a very short summary of the topic covered in your course or the context in which your project is embedded.

ⓘ Topic & Summary max. half a page

**2. Team & Vision**

1. First introduce the team members by name including competencies, backgrounds relevant to the concept (e.g. academic education, work experience etc.) and responsibilities in the project. Each team member should write a very short personal motivational statement, why do you personally address the problem with the team, develop the solution and successfully push this idea?

2. Then present your team vision. Where should the impulse you initiate with your idea concept lead society / technology / projects? What will the world look like in 10-15 years?

☑ General presentation (completeness, plausibility, red thread, credibility / sources etc.)

☑ Relevance

ⓘ Team & Vision max. one page

**3. Problem definition, target group, market & competition**

1. Summarize your problem in one question, e.g. How can we reduce / improve X (topic) so that Y (target group) gets less / more Z (problem).

ⓘ Make sure that the problem area is neither too wide nor too tight

2. Describe your problem area, target group, market, competition etc.

☑ Problem description

☑ Target group

☑ Market (segment, size, key figures, special features / barriers, entry strategy)

☑ Competition

☑ General presentation (completeness, plausibility, red thread, credibility / sources etc.)

☑ Relevance

ⓘ Problem description max. 3 pages

**4. Idea, solution approach & business model**

Solution - What does it look like? And what is new about it?

1. Summarize your idea / solution in one sentence, e.g. We want to sell X (product or service) to Y (target group) to achieve Z (added value for target group) (and to generate AHA (social impact) for W (social impact target group))

ⓘ Make sure that you formulate your solution approach from the customer's perspective.

2. Describe your approach / idea

☑ Degree of innovation, property rights

☑ Feasibility, development status (e.g. prototypes)

☑ Customer benefit (value proposition) and unique selling proposition (USP)

☑ Customer acquisition or marketing

☑ Business model (How do you earn money? What's the price? How many units do you expect? What do you spend money on?)

☑ Scalability

☑ Individual responsibility, cooperation and value creation model (what is self-made, purchased or outsourced via partners and why)

☑ General presentation (completeness, plausibility, red thread, credibility / sources etc.)

ⓘ Solution approach max. 3 pages

**5. Implementation planning**

Describe your implementation planning

☑ Roadmap and milestone planning (3-5 years and what is planned in the next 6 months with 6 milestones)

☑ General presentation (completeness, plausibility, red thread, credibility / sources etc.)

ⓘ Possible topics: Team, product / service, revenue / business model, customer / market development, competition, financial planning, funding, start-up related activities etc.

ⓘ Implementation planning max. one page

**6. Other & Notes**

Present at this point all information / attachments relevant to your concept (e.g. prototypes, demonstrators, analyses, designs, patent applications, growth strategies, social impact calculations, marketing and financial planning) that were not listed elsewhere.

Other

☑ General presentation (completeness, plausibility, red thread, credibility / sources etc.)

☑ Relevance

ⓘ Other max. 2 pages