APPLICATION FOR

Prototype promotion AI+MUNICH

INFORMATION ABOUT THE READ DECK

GENERAL

The presentation must be understandable on its own, fully comprehensive and detailed (Read Deck). All information will be kept confidential and will not be shared with third parties.

Feel free to use graphs, charts, or tables for visualization as well as footnotes with appropriate source citations.

Contents and proposed outline of the presentation for orientation (maximum 10 slides):
/ Title page
/ Team & Competencies
/ Product/Service/Innovation
/ Customer benefit
/ revenue/business model
/ Market/Competition Analysis
/ Applied for AI funding
/ Planning, implementation and milestones.

Remember to include other application materials (resume & degree certificate per team member).

(0) TITLE

/ Name of the start-up project and logo

/ Image (e.g. product/service, problem, etc.)

/ contact information

/ Elevator pitch: introduce yourself and summarize your idea in a single explanatory sentence.

<NAME OF THE START-UP>

is <DEFINED OFFER/PRODUCT>

the <SOLUTION TO A PROBLEM>

for <TARGET GROUP>

(1) TEAM & COMPETENCIES

INTRODUCTION OF THE FOUNDING TEAM

/ Competencies - background, education, experience of the team members with special focus on AI competencies in the team (also practical project experience, study focus, training, etc.).
/ Task distribution - Who does what?
/ Time availability - Who can invest how much time per week to implement the idea?
/ Motivation - What motivates you to successfully advance and implement this idea?
/ Arrangement of the work on the project so far (fixed days, places, premises)
/ Relationship to Munich or its universities / business incubators - status (student, graduate, employee, etc.), joint projects, previous cooperation

(2) Prototype promotion AI+MUNICH

PRESENTATION OF THE BUSINESS IDEA

/ Description of the problem being solved.

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

/ What capability of AI (image processing, speech recognition, linguistics, robotics, prediction, planning, etc) will be used to solve the problem?

/ To what depth will AI be applied?

/ What data is needed for the AI application? Is there already access to this data? Will this data only be generated in the project?

/ Development status - What has already been developed? Are there any initial prototypes?

/ Property rights - Is the idea protectable and does it not violate any existing property rights?

(3) CUSTOMER BENEFIT (VALUE PROPOSITION)

/ Please name as concretely as possible!

(4) EARNINGS/BUSINESS MODEL

/ What could this look like?

/ How is added value created?

/ What share of the value added can be attributed to the AI application?

/ What impact is expected?

/ Can the start-up project also be implemented without an AI application?

(5) MARKET/COMPETITOR ANALYSIS

/ Overview - In which market is the business idea located and does it move?

/ Target group(s) - Who is your future customer? What is the target group that is being addressed? / Unique selling proposition (USP) - Please be as specific as possible.

/ What does the competition look like?

/ How do you estimate the development of the competition?

(6) APPLY FOR AI FUNDING

/ Which AI+MUNICH funding opportunity(ies) will be applied for and to what extent?

AI scholarship
Up to two AI specialists per founding team will receive a stipend from AI+MUNICH to supplement the applying founding team with additional AI specialists. The amount of the scholarship is based on the demonstrable AI qualification and is at the discretion of the jury. The maximum amount of the scholarship per AI specialist is 3,000€ per month.

Experts
Through AI+MUNICH, a pool of experts in the various fields (AI experts, legal, business development, technology, sales, ...) is created and constantly expanded, which the founding teams can access with a fixed budget as part of the funding. Founding teams have the possibility to propose their own experts for the expert pool.

Non-cash prototype funding
Financial resources enable the creation of prototypes and MVPs, their testing in the market, the feasibility of networked AI technologies and applications with partners, or obtaining feedback from potential customers and cooperation partners.

The maximum funding amount for the funding period (6 months) is 40,000€. If approved, the average funding amount is about 15,000€.

/ What advantages does the funding bring to the start-up project in product development (expertise, speed...)?

/ Appendix Excel Overview of use of funding for the next 6 months

(7) PLANNING, IMPLEMENTATION AND MILESTONES

/ Please create a graphical realization roadmap of your objectives for the next 6 months in relation to the following possible topics (examples given):

/ Team (e.g., composition, expansion, task distribution/structure).

/ Product/service (e.g. technical development status, prototypes, tests, status of intellectual property rights) / Revenue/business model (e.g. elaboration, tests)

/ Customer/market development (e.g. narrowing of market segment, validation, survey and sharpening of target group(s), pilot customers, cooperations, partners)

/ Competition (e.g., observations, delineation)

/ Financial planning (e.g., relevant expenditures, competitions, funding programs received/planned, outside funding or other funding/grant received/planned, investor discussions)

/ Organizational (e.g., startup completed/planned, revenue, participation in other accelerator/incubator programs, legal, infrastructure, resources).

/ Please enter in it 3 milestones for the next 6 months