

| WE PUSH YOUR IDEAS |



**INFORMATION ON THE
READ-DECK PRESENTATION**

GENERAL INFORMATION

- / The presentation must be comprehensible and detailed on its own ("read deck").
- / The CV of each team member is required as an additional document for the application.
- / All information will be treated confidentially and will not be passed on to third parties.
- / Graphics, diagrams or tables for visualization as well as footnotes with corresponding references are desirable.

STRUCTURE OF YOUR PRESENTATION

- / Contents and suggested outline of the presentation for orientation (maximum 12 slides):
 - / Title Page
 - / Topic & Summary
 - / Team & Vision
 - / Problem, Target Group, Market & Competition
 - / Idea, Solution Approach & Business Model
 - / Implementation Planning
 - / Further Information

(0a) TITLE PAGE

- / Name of the business idea (concept | project title) and logo of the project
- / Image (e.g. product | service | problem etc.)
- / Claim (summary of your idea in a single explanatory sentence)

<NAME OF THE PROJECT>
is <DEFINED OFFER/PRODUCT>
for <SOLVING A SPECIFIC PROBLEM>
for <TARGET GROUP>

(0b) TITLE PAGE

- / **Category: #** (Name the number of the category in which you are applying)
- / **Date:** DD.MM.YYYY
- / **Team members:** Provide the following information about yourself (in the case of an individual application) or the entire team including yourself (in the case of a team application).

Per person: Academic title, first name last name, e-mail, mobile phone number, if applicable

HM reference: Select/enter applicable below and delete as applicable

- Status at the HM: student, employee or alumnus/a
- Faculty: number + name, e.g. FK 01 Architecture
- Position at the HM: if employee
- Degree program & semester: if student or alumnus/a; as alumnus/a additionally indicate the graduation dates of the studies at the HM

(0c) TITLE PAGE

/ Information required from applicants in category 1 on

Course / qualification program: course title

Semester in which the course was attended: semester, year

Course lecturer: academic title, first name last name, faculty

Team name in the course: team name

(1) TOPIC & SUMMARY

- / Provide a very brief summary of the context of your project or the topic covered in your course (for category 1).

(2) TEAM & VISION

- / First introduce the team members, including the skills and backgrounds relevant to the concept (e.g. academic training, professional experience, etc.) and describe the distribution of tasks within the team.
- / Each team member should write a very short personal motivation statement explaining why they are working with the team to address the problem, develop the solution or successfully drive this idea forward.
- / Then present your team vision. Where should the impulse that you initiate with your idea concept lead society | technology etc.? What will the world look like in 5 to 10 years?
 - General presentation (completeness, plausibility, common thread, sources, etc.)
 - Relevance

(3) PROBLEM DEFINITION, TARGET GROUP, MARKET & COMPETITION

- / Summarize your problem in a specific question: How can we help <target group X> to better solve <problem Y> so that target group has <benefit Z>?
- / Describe your problem space, target group, market, competition, etc.

- Problem description
- Target group
- Market (segment, size, key figures, special features, barriers, entry strategy)
- Competition

(4a) IDEA, SOLUTION APPROACH & BUSINESS MODEL

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

/ Summarize your idea | your solution approach in one sentence:

We want to offer <product or service> for <target group> in order to create <added value for target group> (and to generate <social impact> for <target group>).

(4b) IDEA, SOLUTION APPROACH & BUSINESS MODEL

/ Describe your solution approach | your idea

- Degree of innovation, property rights
- Feasibility, stage of development (e.g. prototypes)
- Customer benefits (value proposition) and unique selling proposition
- Revenue | business model (How do you make money? What is the price? How many units do you expect to sell? What do you spend your money on?)
- Customer acquisition or marketing
- Scalability
- Ownership, cooperation and value creation model (What is done in-house, bought in or outsourced via partners and why?)

(5) IMPLEMENTATION PLANNING

/ Describe your implementation plan

- Graphic roadmap and milestone planning (next 3 years and what is specifically planned in the next 6 months incl. 6 milestones)
- General presentation (completeness, plausibility, common thread, sources, etc.)

Potential topics:

Team, product | service, revenue | business model, customer | market development, competition, financial planning, funding, start-up-related activities, etc.

(6) FURTHER INFORMATION

- / Present here all information and attachments relevant to your concept (e.g. prototypes, analyses, designs, patent applications, growth strategies, social impact calculations, marketing and financial plans) that have not yet been listed elsewhere.
- / Other information