



APPLICATION FOR THE

STARTUP ZERTIFIKAT

INFORMATION ABOUT THE
PRESENTATION

supported by

Zeidler
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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 of the presentation (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 & diploma for 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 the University of Applied Sciences Munich - 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 name as concrete 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

- / Please create a realization schedule according to the template for the next 6 months from the start of the program with the following contents:
 - / Team (composition, extension, distribution of tasks/structure etc.)
 - / Product / service (technical development status, prototypes, tests, status of property rights etc.)
 - / Revenue / business model (development, tests)
 - / Customer / market development (delimitation of the market segment, validation, survey and sharpening of the target group(s), pilot customers, cooperations, partners etc.)
 - / Competition (observations, differentiation)
 - / Financial planning (expenditures, competitions, funding programs (received, planned), external financing or other financing/ grants (received, planned), investor meetings etc.)
 - / Organisational matters (foundation (achieved / planned), turnover, participation in other accelerator/incubator programmes, legal matters, infrastructure, resources etc.)
- / 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.