



## Application for the Start-up Certificate (“Start-up Zertifikat”): Information about the idea paper

The idea paper comprises a **maximum of 10 pages**. All informations in the idea paper will be treated **confidentially** and will not be passed on to third parties!

Please prepare the idea paper for your start-up project using the following **structure**. You are welcome to use graphics, diagrams or tables for **visualization** as well as footnotes with corresponding source references.

Contents of the idea paper:

### 1. Executive Summary

Present the following topics in a brief summary: problem, solution, team, market, competition and business model.

### 2. Business Idea

Here you need a description of your product/service as detailed as possible. Especially interesting:

- What is the founding history? If necessary, integration into the environment of the Munich University of Applied Sciences (MUAS)
- What is new/special about your business idea? What problem does it solve?
- Which target group/end customers do you address and what is the customer benefit?
- What is the current state of development?
- How do you want to earn money with your product/service?

### 3. Market and Competition

You should know and present your market and the current competitive situation.

- What does the market look like in which your idea is moving? Data on market volume, market segments, forecast market growth and market potential
- What special features do you find in your industry?
- What does the current competitive situation look like?
- What is the unique selling point of the product or service compared to competitors with a comparable portfolio? Name the main distinction compared with their offers

### 3. Implementation plan with milestones

Describe your objectives for the project for the period of six months from the start of the programme in terms of:

- Team (composition, extension, distribution of tasks/structure, etc.)
- Product/Service (technical development status, prototypes, tests, status of property rights etc.)
- Profit/Business model (elaboration, 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, demarcation)
- Financial planning (expenditures, competitions, funding programs (received, planned), external financing or other financing/grants (received, planned), investor meetings etc.)
- Organisational (establishment (done / planned), turnover, participation in other accelerator/incubator programmes, legal, infrastructure, resources, etc.)

Please enter 3 milestones for the first 3 months in the funding program and 3 more for the following 3 months.

### 4. Team

Introduce yourself as a team with your experience and skills. Please describe briefly what tasks and roles the individual team members take on and how much time each team member brings to the project. Involvement of further persons, such as scientific advisors, partners, mentors, etc.?

#### Further application documents:

Remember that, in addition to the idea paper, the following documents must be submitted to us for each team member: usual **curriculum vitae and certificate** of the highest academic degree (high school diploma, vocational baccalaureate, bachelor, master, diploma, etc.).