

Idea paper – Application Kickstart@TH OWL

Team name:

Details of the team members

Full Name	E-Mail	Assignment*

*Please complete the "assignment" field as follows: Student (department, degree programme, semester) or Employee (department)

Have you already registered a company with the idea?

- ☐ Yes
- ☐ No

Please describe your idea in detail by answering the following 5 points:

1. Brief description of the idea
2. Detailed presentation of the business idea/product idea
3. Brief overview of the market/industry
4. Status quo/ project phase
5. Listing of the required financial resources including their use

1. Brief description of the idea (short, generally understandable and meaningful explanation in a maximum of 5 sentences - What idea is to be tested? What innovation and what benefit does the idea bring?)

2. Detailed presentation of the business idea / product idea (Problem statement or addressed need/trend; solution statement and the unique selling proposition/USP of the idea).

3. Brief overview of the market/industry (including an explanation of the competition and the target group)

4. Status quo/ project phase (Description of the current status of the project. What work is necessary and should be carried out during the project duration of 6 months?)

5. List of required financial resources including use (max. 7,500€)

(Qualitatively list what expenses are likely to be incurred and assign to a category; examples: Raw materials, small machines, packaging material, electronic components, consulting services, production costs for prototype, analyses, ...).

What is fundable and what is not? See here: <https://www.th-owl.de/iwd/gruenden/angebot/coaching-und-finanzierung/kickstart/#c-accordion-78629-4>

[illegible]

Any questions?

- If you have any questions, please contact us at this email address: gruenden@th-owl.de
- If you would like to provide further information, such as photos etc., please attach them to this document.
- Further information and FAQs can be found under the following link: <https://www.th-owl.de/iwd/gruenden/angebot/coaching-und-finanzierung/kickstart/>

Voluntary: How did you hear about the ideas competition?

- Via circular
- Via Social Media - Which channel? _____
- News article
- Fellow students/colleagues/friends

Everything completed?

- Please name the application documents as follows:
DateofSubmission_Deadline_Idea_Paper_Kickstart_TeamName
(e.g.150123_Idea_Paper_Kickstart_PowerFounders)
- Send the application documents to gruenden@th-owl.de
- Good luck with your application!