

APPLICATION PROCESS OVERVIEW 2022

STEP 1

General information of nominated start-up

- Start-up name and address
- Contact person data

STEP 2

Start-up information

- In which sector does the start-up operate?
- Year of founding
- Current number of employees
- At which stage is the nominated start-up?
- Upload your company logo (.png or .jpg)
- How much has been invested in the start-up so far?
- What kind of funds has the start-up received and who has invested so far?
- Estimated time to break even

STEP 3

Your solution & business model

- VIDEO: Upload a video pitch presenting your start-up and your innovation. Please check the video requirements and recommendations beforehand [here](#).
- Pitch deck (.pdf-Format, max 5 MB): It should cover the same aspects as the video.
- Brief description of your business idea/your product (max. 2 sentences) to someone who is not from your field of expertise.
- Introduction to your company in a nutshell
- Specify what your innovation is (scientific/technological background) and how it differs from existing solutions/from competitors.
- Specify how your solution will impact your industry, society or our future lives.
- Business model.
- Current and future customers.
- Competitors.
- Companies would you like to work with.
- Next development steps.
- Evaluate your technology readinesslevel (TRL).
- Do you hold any protection for your intellectual property (f.i. patents) for your products?

STEP 4

Media & recognition

- Were you covered in the media? Share articles, videos or blogposts with us.
- Have you received any awards or prizes?

CONTACT

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