

## APPLICATION PROCESS OVERVIEW 2024

### STEP 1

#### General information

- Start-up name and address
- Contact person data

### STEP 2

#### Start-up information

- In which sector(s) does the start-up operate?
- Year of founding
- Current number of team members
- 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?
- Are you currently looking for funding?

### STEP 3

#### Your solution and 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 5MB): 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 readiness level (TRL) (find the TRL [here](#) and more information [here](#))
- Do you hold any protection for your intellectual property (f.i. patents) for your products?
- "Breaking the Wall" title for your pitch (eg "[Breaking the wall to early detection of degenerative diseases](#)")

### STEP 4

#### Media and recognition

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

### CONTACT

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