



**You're just starting out, but have a really good startup idea?
Apply now for the neudeli Fellowship - it's very simple!**

Thank you for your interest in our startup programme neudeli Fellowship. To get to know you and your idea, we ask you to prepare a maximum four-page outline of your proposal and submit it via our application form by 2 April 2023. You can write your idea sketch in both, German or English.

Please use the following points as a guideline when creating your idea sketch:

- Idea description: What does your idea look like and what is new or unique about it? How did the idea come about? What stage of development is it currently in (e.g. idea sketch on paper, prototype, mock-up)? What specific problem do you want to solve with your idea?
- Target group: Who is your product or service aimed at? How can you characterise your target group? What is the customer benefit created by your product or service? How big is your target group?
- Market: In which sector should the business idea be classified? What are your most important competitors? What makes your product or service stand out from the competition?
- Founding team: What skills and abilities do you have to implement the idea? Do you have any comrades-in-arms? If so, what is the composition of your founding team? Are there other people or companies in your personal network who can support you?
- Resources needed: What additional external know-how do you need to implement your idea (legal, technical, etc.)? What coaching would you like to take advantage of? How much budget do you need? What would you like to use the budget for?
- Milestones: What do you want to achieve in the six months of the neudeli Fellowship? What are your goals after the end of the neudeli Fellowship and when would you like to achieve them?

We have another hint for you...

Are you unsure whether your startup idea even fits into the neudeli Fellowship programme or do you have problems creating an idea outline? Then use our digital idea checks:

- 22 February 2023 from 1 to 4 p.m. (dial-in link)
- 14 March 2023 from 1 to 4 p.m. (dial-in link)

In these digital sessions you can present your idea in a protected space and receive direct feedback from us. We are also pleased to give you specific advice for your application!

What happens with your application after submission?

All applications are evaluated by the coaches of the Gründerwerkstatt neudeli according to the three criteria "comprehensibility of the idea", "uniqueness of the idea & level of innovation" and "economic potential". If your application is one of the five or six most convincing, you will have the chance to pitch your startup idea at the final jury meeting on 28 April 2023. If you impress our experts with your startup project, you will officially be accepted as part of the neudeli Fellowship programme. In May 2023, six exciting months will begin in which you can further develop your project with our support. In addition, there is even the possibility of receiving credit points for your participation at the neudeli Fellowship as part of a Bauhaus.Modul. We will provide you with further information about this option.

We wish you much success with your application for the neudeli Fellowship!



Are you still uncertain about something?

If you have any questions about the application and our startup programme neudeli Fellowship, you can get in contact with our Startup-Coach Josephine. She will be happy to help you!

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