



## Guideline

### 1. Objective

The neudeli Fellowship supports promising business ideas at Bauhaus-Universität Weimar. These business ideas can include both novel products and novel services. The aim is to provide concrete support for the phase before a company is founded.

### 2. Target group, mode and object of the funding

- I. The neudeli Fellowship is aimed at students, graduates, doctoral candidates and employees of the Bauhaus-Universität Weimar.
- II. Only business ideas from the above-mentioned target groups will be funded, i.e. there must be a recognisable economic potential and also the will to implement this idea in an entrepreneurial way.
- III. The term of the neudeli Fellowship is six months.
- IV. The neudeli Fellowship may include the following services / grants:
  - Free workspace in the neudeli start-up hub with access to the in-house MakerLab
  - Access to further training and coaching services offered by the Gründerwerkstatt neudeli
  - Individual mentoring / coaching from experienced experts on topics such as property rights, business model development, business plan, taxes, financing opportunities
  - Material budget

The budget for materials and equipment is term-bound and earmarked, i.e. it may only be used for project-related expenses within the six months. It does not serve to cover the living expenses of the neudeli Fellows.

Project-related expenses include e.g.

- Project-related travel (travel costs, accommodation costs)
- Start-up-related further training / coaching
- Admissions / fees for trade fairs, conferences, etc.
- Material costs, functional samples, licences, software (pro rata temporis)
- Project-related orders to third parties
- Patent registrations

## **Project-related investments (e.g. equipment)**

- V. **The following, among others, are excluded from funding:**
- **Costs for food, drinks and hospitality**
  - **Acquisition costs and rental fees for technical equipment available for loan in the faculties or other institutions of the Bauhaus-Universität Weimar.**

### **3. Application and award procedures**

- I. **Applications can be submitted alone or as a team. In the case of applications from founding teams, at least one person in the team must belong or have belonged to Bauhaus-Universität Weimar. Applications without a direct connection to the Bauhaus-Universität Weimar are not possible. Business ideas that have already received funding through the neudeli Fellowship are excluded from reapplication. Re-application for the neudeli Fellowship with a different idea is possible. In the case of inventions by an employee of Bauhaus-Universität Weimar, the Employee Invention Act must be observed. Applications by employees of the Bauhaus-Universität Weimar must be reported to the Human Resources Department after approval in order to clarify any tax and social insurance consequences.**
- II. **The call for applications usually takes place twice a year. The date is announced publicly at the university at least six weeks before the application deadline. The application procedure consists of two stages.**
- III. **Procedure and criteria**

#### **First application stage:**

**The application in the form of a maximum four-page idea sketch (A4, incl. visual material) must be submitted as a PDF document via the application form on the website of the Gründerwerkstatt neudeli ([www.uni-weimar.de/neudeli/fellowship](http://www.uni-weimar.de/neudeli/fellowship)). Submission is possible in German or English.**

**The outline of ideas should address the following points:**

- **Idea description**
- **Target group**
- **Market**
- **Founding team**
- **Resources required**
- **Milestones**

**The submitted applications are evaluated by the team of the Gründerwerkstatt neudeli on the basis of the criteria "Comprehensibility of the idea", "Uniqueness of the idea & degree of innovation" and "Economic potential". The most convincing applications are selected for the second application stage.**

#### **Second application stage:**

**The applicants with the most promising ideas are invited to give a presentation to a jury. The majority of the jury consists of members of the Bauhaus-Universität Weimar as well as experts from the start-up sector, politics and business. During the jury meeting, the founders with the most convincing business ideas are accepted into the neudeli Fellowship Programme.**

- IV. applicant has no legal claim to the granting of a neudeli Fellowship. The jury decides on the basis of its dutiful discretion. The granting of the fellowship is subject to the availability of the budgeted funds, the services offered, the formulated budget and the need for consultation of the idea providers.

#### **4. Announcement, duties and presentation**

- I. The ideas awarded the neudeli Fellowship will be announced publicly, taking into account any property rights that may need to be registered.
- II. After the funding decision has been announced, the neudeli Fellows prepare an expenditure plan for the use of the material budget and submit it to the Gründerwerkstatt neudeli team within four weeks. Subsequent changes to the budget plan must be approved by the Gründerwerkstatt neudeli team.
- III. The principles of budgetary and procurement law of the Bauhaus-Universität Weimar must be observed in the use of the material funds made available.
- IV. For equipment purchased by the neudeli Fellows through the Bauhaus-Universität Weimar during the project period, a start-up-friendly arrangement for further use / transfer of ownership will be found after the end of the neudeli Fellowship. If the project is not continued, all equipment remains with the neudeli start-up workshop and is made available to other start-up projects.
- V. The fair value of the items required for the start-up-friendly arrangement for continued use / transfer of ownership is generally measured according to the provisions of §6 EStG (Income Tax Act) on the valuation of fixed assets that are subject to wear and tear. This is to be assessed at the acquisition or production costs, reduced by the deductions for wear and tear or by the partial value that a purchaser of the entire business would apply within the framework of the total purchase price for the individual asset (market price). The acquisition or production costs of depreciable movable fixed assets may be deducted in full as depreciation in the business year of acquisition or production if the acquisition or production costs, less any input tax included therein (section 9b (1)), do not exceed EUR 800 for the individual asset.
- VI. The neudeli Fellows undertake to participate in the workshops and coaching sessions offered by the Gründerwerkstatt neudeli in the neudeli Fellowship Programme and to present their project progress in a final presentation.
- VII. neudeli Fellows shall provide the Gründerwerkstatt neudeli with photographic and/or moving image material of the funded project at the beginning of the term for the purposes of press and public relations work.
- VIII. The personal data collected within the framework of the neudeli Fellowship will be deleted by the Gründerwerkstatt neudeli after ten years.

#### **5. Validity of the Directive**

The guideline shall enter into force upon publication. Approval for the award of one or more neudeli fellowships shall be granted from that date onwards in accordance with the provisions of this guideline.

## **6. Contact**

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