



INFORMATION CONCERNING THE CONTENT OF THE IDEA PAPER

The application in the form of an outline of ideas (A4, including images) of a maximum of four pages must be submitted as a PDF document via the application portal on the website of the Startup Hub *neudeli* (www.uni-weimar.de/neudeli/fellowship).

In the outline of ideas, the following points should be described in a concise way:

Description of the idea: What is the idea and what is novel / unique about this idea? How did the idea originate? What stage of development is the idea currently in?

Target group: Who is the intended target audience for the product or service? Which problems of the potential target group are solved with the idea or which needs are satisfied? What is the customer benefit? How large is the target group?

Market: What industry or branch does the idea belong to? Who are the most important competitors? What makes the product / service stand out from the competition?

Founder or founding team: What skills / competences do the entrepreneurs possess? How is the entrepreneur team put together?

Required resources: Which external know-how is necessary for the implementation of the idea (legal, technical, etc.)? What coaching is required? How will the material expense budget be utilized? How much budget is necessary?

Milestones: What is to be achieved within the framework of the *neudeli* Fellowship? What are the objectives once the *neudeli* Fellowship has ended and when are they supposed to be achieved?

FOR FURTHER INQUIRIES DON'T HESITATE TO CONTACT US PERSONALLY OR VIA E-MAIL!

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