

# ***neudeli* Fellowship Guidelines**

## **1. Purpose**

The *neudeli* Fellowship is designed to support promising business ideas at the Bauhaus-Universität Weimar. These business ideas can include both new products and new services. The aim is to offer concrete support during the early phase of a business start-up.

## **2. Target Group, Nature and Subject of The Funding**

- I. The *neudeli* Fellowship is aimed at students, graduates, doctoral candidates, as well as scientific and artistic staff at the Bauhaus-Universität Weimar.
- II. Support will only be offered for business ideas, i.e. there must be a recognizable economic potential and the desire for entrepreneurial implementation.
- III. The duration of the *neudeli* Fellowship is six months.
- IV. The *neudeli* Fellowship can include the following services and subsidies:
  - free workspace in the Startup Hub *neudeli* with access to the prototype workshop (3D-Printer, Photo Box, etc.)
  - access to the professional training and advisory services offered by the Startup Hub *neudeli*
  - one-on-one mentoring / coaching by experienced experts and Startup Hub alumni regarding topics such as development of a business model, proprietary rights, taxation, financing opportunities and so on.
  - material expense budget

The material expense budget is limited to the framework of the project regarding time and purpose, i.e. it can only be used for project-related expenditures that have been documented during the six months of the fellowship. It does not serve as a safeguard for the livelihood of the *neudeli* Fellows.

Project-related expenditures include e.g.

- project relevant travel (travel costs, accommodation costs)
  - entrepreneurial related training / coaching
  - entrance fees / charges for tradeshows, conferences, etc.
  - material costs, functional models, licences, software (pro rata)
  - project-related contracts with third parties
  - further proprietary rights registrations
  - property right registrations
  - project related investments (e.g. equipment) after prior examination by the Startup Hub *neudeli*
- V. The following among others are excluded from funding:
    - cost of food, beverages and hospitality expenses
    - acquisition costs and rental fees for technical equipment that is available for rental from the faculties

## **3. Application and Selection Process**

- I. Applications may be submitted individually or as a team. For team applications it is required that more than half of the new entrepreneurs belong or have belonged to the Bauhaus-Universität Weimar. An application without any direct connection to the Bauhaus-Universität Weimar will not be accepted. Business ideas that have already received funding through the *neudeli* Fellowship are excluded from reapplication. A reapplication for the *neudeli* Fellowship with a

different idea is possible. In the case of inventions by an employee of the Bauhaus-Universität Weimar, the Employee Invention Act must be observed. After approval, applications by employees of the Bauhaus-Universität Weimar must be reported to the Personnel Department in order to clarify possible tax and social security consequences.

- II. There will be a call for applications twice a year. The date will be announced to university members at least six weeks before the application deadline. The selection process consists of two phases.

### III. Application and Selection Process

#### Phase 1:

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](http://www.uni-weimar.de/neudeli/fellowship)).

The following points should be described briefly:

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 targeted by 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?

The submitted applications will be evaluated by the team of the Startup Hub *neudeli* based on the criteria "comprehensibility of the idea", "uniqueness of the idea & degree of innovation" and "economic potential". The most convincing applications will be selected for the 2<sup>nd</sup> application stage.

#### Phase 2:

The applicants with the most promising ideas will be invited to give a presentation in front of a jury. The jury is mainly comprised of members of the Bauhaus-Universität Weimar as well as of experts from the founding sector, politics and economics. During the jury session, the most convincing ideas will be awarded the *neudeli* Fellowship.

- IV. Applicants have in no way a legal claim to the grant of the *neudeli* Fellowships. The jury will base their decision upon professional judgement. The grant is subject to the availability of allocated funds, the services offered, the formulated budget as well as the need for advice of the idea contributors.

## 4. Notification, Obligations, and Presentation

- I. The ideas that have been granted a *neudeli* Fellowship will be publicly announced while taking into consideration whether any proprietary rights still need to be registered.
- II. Once the funding decision has been announced, the *neudeli* Fellows draw up a spending plan for the utilization of the material expense budget and submit it to the team of the Startup Hub *neudeli* within four weeks. Later changes to the budget plan must be approved by the team of the Startup Hub *neudeli*.
- III. The budget and public procurement law principles of the Bauhaus-Universität Weimar must be complied to when using the material resources made available.
- IV. An agreement will need to be made regarding the continued use / transfer of any equipment that was procured by the *neudeli* Fellows. If the project is not intended to be continued, all equipment will remain at the Startup Hub *neudeli* and be made available for use by other entrepreneurial projects. The procurement guidelines of the Bauhaus-Universität Weimar apply.
- V. The *neudeli* Fellows undertake to participate in the community workshops offered by the Startup Hub *neudeli* and to present their project progress in a final presentation.
- VI. For press and public relations purposes, the *neudeli* Fellows of the Bauhaus-Universität Weimar will provide at least one project-relevant photo or graphic in printable resolution as well as a summary text on the business idea (maximum 1,500 characters, in digital form) at the end of the term.
- VII. The personal data collected within the framework of the *neudeli* Fellowship will be deleted by the Startup Hub *neudeli* within ten years.

## 5. Validity of the Guidelines

These guidelines go into effect upon publication. The authorisation to grant one or multiple *neudeli* Fellowships will be carried out from that date forth under the provisions set forth in these guidelines.

## 6. Contact

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