

1. Purpose

The *neudeli* Fellowship is designed to support promising business ideas at the Bauhaus-University 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. Nature and Subject of the Funding

Support will only be offered for business ideas, i.e. there must be a recognizable economic potential and the desire for entrepreneurial implementation.

The *neudeli* Fellowship includes six months of support in the following forms:

- free workspace (including telephone, internet and furnishings) in the Startup Hub *neudeli* with access to the KreativLab (3D-Printer, Photo Studio)
- 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.
- German patent or utility model registration
- designated material expense budget of up to 10,000 Euro

The material expense budget is limited to the framework of the project in regard to 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:

- project relevant travel (travel costs, accommodation costs)
- entrepreneurial related training/coaching
- entrance fees/charges for trade-shows, conferences, etc.
- material costs, functional models, licences, software
- project-related contracts with third parties
- further proprietary rights registrations
- founding costs (notary, commercial registry, etc.)
- project related investments (e.g. equipment)

The following will not be funded or reimbursed:

- cost of food and beverages
- acquisition costs and rental fees for technical equipment that is available for rental from the faculties

3. Target Group

The *neudeli* Fellowship is aimed at students, graduates, doctoral candidates, as well as scientific and artistic staff from all of the faculties at the Bauhaus-Universität Weimar. Applications may be submitted individually or as a team. For team applications it

is required that more than half of the new entrepreneurs belong to the Bauhaus-Universität Weimar. It is thus possible that teams may apply that are not comprised solely of Bauhaus-Universität Weimar members. This should allow for a multidisciplinary and interdisciplinary approach. An application without any direct connection to the Bauhaus-Universität Weimar will not be accepted. Business ideas, that already have received a funding from the bi-annual *neudeli* Fellowship are excluded from the re-application.

4. Application and Selection Process

There will be a call for applications twice a year. The date will be announced to university members. The selection process consists of two phases.

Phase 1

Applications must be submitted as a PDF to office@neudeli.net. The application should include a maximum of three DIN A4 pages (excl. registration form). The following points should be described briefly:

- What is the idea and what is novel about this idea?
- Who is the intended target audience for the product or service?
- What benefits does it offer to the customers?
- What industry or branch does the idea belong to?
- Who are the most important competitors?
- What are the unique characteristics of the idea?
- What skills/competences do the entrepreneurs possess or how is the entrepreneur team put together?
- How will the material expense budget be utilized? How much of the budget is needed? (max. 10,000 Euro)
- What is planned after the completion of the *neudeli* Fellowship?

Phase 2

The best applicants will be invited to give a presentation in front of a jury. The jury is comprised of political and business experts. The jury will determine which of the business ideas should be awarded the *neudeli* Fellowship. In some cases it is possible that more than one project will be selected depending on the available funds and the amount of required budget proposed by the entrepreneurs.

Applicants have in no way an 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.

5. Notification, Obligations, and Presentation

The recipient of the *neudeli* Fellowship and their idea will be publicly announced. Before the announcement, it will be taken in consideration whether or not any proprietary rights still need to be registered.

At the beginning of the *neudeli* Fellowship, the Fellows will work together with the Startup Hub team to create an individual coaching programme that addresses relevant issues (see Section 2). Moreover, the *neudeli* Fellows will concretise a spending plan for the utilization of the material expense budget. This must be completed within the first two weeks of the Fellowship. Any subsequent changes must be communicated and discussed with the Startup Hub team.

Throughout the Fellowship, regular meetings will take place between the *neudeli* Fellows and Startup Hub team in order to discuss the progress and achievement of planned milestones.

At the end of the Fellowship, the *neudeli* Fellows will give a final presentation.

At the conclusion of the Fellowship, the *neudeli* Fellows will also need to provide at least one photo or graphic that is relevant to the project. This is to be used for press and public relations purposes and must therefore be in printable resolution and include a summary of the business idea (up to 1,500 characters) in digital form.

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 planned to continue, then all equipment will remain at the Startup Hub *neudeli* and be made available for use by other entrepreneurial projects. The Bauhaus-Universität Weimar's rules of procurement are applicable here.

A report about the progress of the project and the planned future for the project must be submitted to the Startup Hub *neudeli* at the end of the Fellowship. The report should also include a list of expenditures and should not exceed 3 pages (DIN-A4).

6. 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.

7. Contact

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