

GUIDELINE FOR THE *neudeli* FELLOWSHIP

1. Objective

The *neudeli* Fellowship supports high-potential 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, type and object of 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 workshop with access to the in-house MakerLab (3D printer, photo studio, etc.)
 - Access to further education and advisory services of the Gründerwerkstatt *neudeli*
 - Individual mentoring / coaching from experienced experts and start-up alumni on topics such as intellectual property rights, business model development, business plan, taxes, financing options
 - 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 secure 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 sessions
 - Admissions / fees for trade fairs, conferences, etc.
 - material costs, functional samples, licences, software (pro rata temporis)
 - Project-related contracts with third parties
 - applications for industrial property rights
 - Project-related investments (e.g. equipment) after prior examination by the Gründerwerkstatt *neudeli*
- V. The following, among others, are excluded from funding:
- Costs for food, drinks and hospitality costs
 - Acquisition costs and rental fees for technical equipment that is available for loan in the faculties.

3. Application and award procedure

- I. Applications can be submitted alone or as part of a team. In the case of applications from founding teams, at least one person in the team must belong or have belonged to the Bauhaus-Universität Weimar belong or have belonged to the Bauhaus University 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 reapplying. 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 security consequences.
- II. As a rule, the call for applications takes place twice a year. The date is announced publicly at the university at least six weeks before the application deadline. The application procedure has two stages. Verfahren und Kriterien 1. Bewerbungsstufe:

- III. Procedures and criteria

1st application stage:

The application in the form of a maximum four-page outline of ideas (A4, incl. images) must be submitted as a PDF document via the application portal on the website of the Gründerwerkstatt neudeli (www.uni-weimar.de/neudeli/fellowship).

The outline of the idea should address the following points:

Idea description: What is the idea and what is new/unique about it? How did the idea come about? What stage of development is the idea currently at?

Target group: Who is the product or service aimed at? What problems of the potential target group does the idea solve or what needs does it satisfy? What is the customer benefit? How large is the target group?

Market: In which sector can the business idea be classified? What are the most important competitors? How does the product/service stand out from the competition?

Founder (team): What skills does the founder have? What is the composition of the founding team?

Resources needed: What external know-how is needed to implement the idea (legal, technical, etc.)? What coaching is needed? What should the material budget be used for? How much budget is needed?

Milestones: What should be achieved within the framework of the neudeli Fellowship? What are the goals after the end of the neudeli Fellowship and when should they be achieved?

The submitted applications will be evaluated by the neudeli Founders' Workshop team 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 2nd application stage.

2nd application stage:

The applicants with the most promising ideas are invited to a presentation in front of a jury. The majority of the jury consists of members of the Bauhaus University Weimar as well as

experts from the start-up sector, politics and business. After the jury meeting, the most convincing business ideas will be awarded the neudeli Fellowship.

- IV. The applicant has no legal claim to be awarded 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 announcement of the funding decision, the neudeli Fellows will 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 public procurement law of the Bauhaus-Universität Weimar must be adhered to when using the material funds provided.
- IV. For equipment purchased by the neudeli Fellows through the Bauhaus-Universität Weimar during the term of the fellowship, the most start-up-friendly possible arrangement for further use / transfer of ownership will be found after the end of the neudeli fellowship. Should the project not be continued, all equipment will remain with the neudeli start-up workshop and will be made available to other start-up projects. The procurement guidelines of the Bauhaus University Weimar apply.

The fair value of the items necessary for the start-up-friendly arrangement for continued use / transfer of ownership is basically measured according to the regulations 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.

- V. The neudeli Fellows undertake to participate in the community workshops offered by the neudeli Founders' Workshop and to present their project progress in a final presentation.
- VI. For the purposes of press and public relations, the neudeli Fellows will provide the Bauhaus-Universität Weimar with at least one project-relevant photo or one project-relevant 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. personal data collected within the scope of the neudeli Fellowship will be deleted by the Gründerwerkstatt neudeli within 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 Policy.

6. Contact

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