

Business Concept ACHEMA Start-Up Award 2027

(not exceeding 15 pages)



Contact data:

Last name:

First name:

.....

Name of the company:

In the process of being established ☐

.....

Address (Street/Post code/Place of residence/Country):

.....

Telephone:

Fax:

E-mail:

.....

Date of birth:

Place of birth:

.....

Title

We ensure the confidentiality of your submission. For further information please refer to the documents on the ACHEMA Start-Up Award website.

Executive Summary

Core statements about your business idea. Summary of the essential statements: clear, brief, informative, motivating the reader to continue

In the course of development from the Idea stage to the Concept stage the idea can be modified

.....

1 Description of Product and Services (P/S)

1.1 Basic Idea for (P/S)

- What is the basic idea for the (P) oder die (S)?

.....

1.2 Stage of Innovation

- Are the (P) / (DL) completely or only partly new, will existing (P) / (S) be replaced?

.....

1.3 Benefits for Customers

- How can a client benefit?

.....

1.4 Know-how and IP

- Who is the owner of the intellectual property (IP)?
- Has a protection been planned or is it already in existence?

.....

1.5 Status of the (P/S) Placement

- Has the idea been submitted to other competitions or has it won awards (no hindrance to participation)?
- How likely is the idea to be implemented?
- Is there already proof that the idea can be implemented in principle, a prototype or a finished product?
- On which levels (specifications/types/sizes etc.) could the (P) and (S) be offered?

.....

1.6 Statements about the Vertical Range of Manufacture

- Which distribution of tasks has been planned for the production / Supply of the (P) / (S) between the company itself and suppliers / partners?

.....

2 Market / Clients / Competition

2.1 Description of the market

- For the (P/S) for which there are currently no markets in existence: which measures should be implemented to create a market?
- For the (P/S) for which there is an existing market: what does this market look like (B2C or B2B market, segmentation, regional influences, size, growth...) (detailed assessment on the basis of references)?
- Are there opportunities to position (P) / (S) on the market, with reference to price, quality and volume/quantity?

.....

2.2 Competitive situation

- Structure of the competition / competitors (size, geographical distribution ...) (more in-depth analysis of competition based on references (Internet, Literature)?
- Which competitive advantages and unique selling points exist (based on (P) und (S) or based on organisational parameters such as regional representation, flexibility of production organisation etc.?

.....

2.3 Protective Measures against Competitors

- Is there a „generic“ protection against competitors for this (P) / (S)?
- How can barriers against competitors be established, which ones are already in existence?

.....

3 Team and support

(Founder / Business Team / Management / Shareholders / Supporters)

- Which persons in the start-up team are covering which skills (ideally in the form of skill profiles for individuals)?
- Who is supposed to take over which functions in the start-up?
- Which experts cover which roles?
- Are there any other partners or investors apart from the founders?
- How is the team involved in external networks?

.....

4 Establishment of the Business

4.1 Vision and strategy

- What is the vision for the company for the next 5 years (covering a niche, mass provider, specialist, market share, innovation etc.) (no more than three lines)?
- Which strategic measures are being taken?

.....

4.2 Marketing/sales, production planning and after-sales services

- Which basic concept ideas for starting and maintaining the business exist, e. g. focus on production and on the market, different possibilities for entrance to the market and long-term market supply?
- Where will the (P) / (S) be offered?

.....

4.3 Sales and financial planning (see corresponding document)

- What turn-over is planned for the first 5 years?
- Which cost structures exist, what does the profit and loss calculation look like?
- What are the financing requirements (financing the organisation, advance financing of material, pre- and semi-finished products, accounting, receipt of invoices, provisions for warranty claims etc.)?

.....

4.4 Capital requirements / investment

- Will external investment be required, what amount and duration?

.....

5 Company structure / business model

- Which company structure (partnership, entrepreneurial company, limited liability company etc.) would provide the best support for the start-up and minimize the risk?
- Are partnerships between producers and clients conceivable and reasonable?

.....

6 Chances and risks

- How are chances and risks for the business, the start-up team and potential investors assessed?

•

.....