

# Business Concept ACHEMA Start-Up Award 2021

(not exceeding 15 pages)

## Personal Information about Participant:

Last name:

First name:

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Name of the company:

In the process of being established

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

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Telephone:

Fax:

E-mail:

.....

Date of birth:

Place of birth:

.....

**Title**

*We ensure the confidentiality of your submission. For further information please refer to [https://www.achema.de/fileadmin/user\\_upload/Downloads/Gruenderpreis/Confidentiality\\_Agreement\\_AG\\_P.pdf](https://www.achema.de/fileadmin/user_upload/Downloads/Gruenderpreis/Confidentiality_Agreement_AG_P.pdf)*

# 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

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## 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)?*

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### 1.2 Stage of Innovation

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

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### 1.3 Benefits for Customers

- *How can a client benefit?*

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### 1.4 Know-how Status

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

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### 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?*

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### 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?*

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## 2 Market / Clients / Competition

### 2.1 Description of the Market Situation

- 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?

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### 2.2 Market Competitors

- Structures 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 influences such as regional representation, flexibility of production organisation etc.?

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### 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?

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## 3 Personal Situation

### ( 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 functional areas 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?

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## 4 Measures for 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.) (not more than three lines)?
- With which strategic measures should that be accomplished?

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### 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?

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### **4.3 Sales and Financial Planning (see corresponding Enclosure I)**

- 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.)?

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### **4.4 Capital Requirements / Investment**

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

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## **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?

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## **6 Chances and Risks**

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

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Note: *The points in italics have been requested in a previous stage*