**Contact data:**

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\_AGP.pdf*

# Executive Summary

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

.......

# Description of Product und Services (P/S)

## Basic Idea for (P/S)

* What is the basic idea for the (P) or the (S)?

.........

## Stage of Novelty

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

.........

## Benefits for Customers

* How can a client benefit?

*.........*

## Know-how and IP

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

.......

## Status of the /(P/S)-Placement

* Has the idea been submitted to other competitions or has it been award-winning (no hindrance to participation)?
* How probable is it to implement the idea?
* Which technical obstacles are likely to be faced with regard to the implementation?

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# Market / Clients / Competition

## Description of the market

* Is there already a market for the (P) / (S)?
* What does this market look like (B2C oder B2B market, is it regional, national or international, size, growth...) (rough estimate based on literature/ public information)?

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## Competitive situation

* Structures of competition / Competitors (rough overview).

.......

## Protective Measures against Competitors

* Which barriers can be established against competitors?

.......

# Team and support

# (Founder / Team / Supporters)

* Which technical background, professional and entrepreneurial experience and leadership experience do the founders have?
* Which gaps are there within the team regarding production, technology, business know-how, marketing and sales ?
* Who are the most important supporters of the start-up team?
* What networks is the team involved in?

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