

Start-up Name:



Start-up Idea

Briefly describe your idea (Problem, Solution (=Product, as precise as possible), target groups)

What do you need?

The three most important topics that you need support for (ideation, market knowledge, network, investment, ...) Describe each topic/challenge in one sentence.

Challenge 1: ...

Challenge 2: ...

Challenge 3: ...

Team (expertise, background, affirmation to which university)

For each team member include: 1) Name, 2) LMU Institute/Faculty, 3) Academic Level, and 4) Expertise

IP / Rights are cleared (Intellectual Property, Patents) YES_____ NO_____

Program Participation & Level of Commitment:

We are available for all Workshops and Coachings to attend in person for workshops (09 am-16 pm), committedly work on our idea 2-3 days/week, and continuously present progress and results during and after the program .(obligatory).

YES _____ NO _____

Value Proposition

Why would someone buy your product/use your services?
Which main problem are you solving with your idea?

Customer / Market

Who is your user group, what are possible market segments?
Describe your use case...

Status & Competition

What's the status of your idea: research finding, invalidated/validated idea, prototype, MVP)?
Name your main competitors.

Innovation potential & impact on society

What is new/innovative about your idea?
Which impact to society, economy or environment do you want to generate with your idea?

Contact

your name:
email:
phone:

Preferred language: German _____ English _____

+++ Send this document (including a brief pitch deck if available) to a.weichselbaum@lmu.de +++