

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 \_\_\_\_\_

