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| **CALL 4 STARTUP**  **iNEST**  **INTERCONNECTED NORD-EST INNOVATION ECOSYSTEM** |
| **INTERNAL CALL FOR NEW START UP** |
| **APPLICATION FORM**  TO:  Magnifico Rettore Alex Weissensteiner  iNest – Call 4 Startup  Free University of Bozen-Bolzano  Universitätsplatz 1 - piazza Università, 1  Italy - 39100, Bozen-Bolzano)  [quality@unibz.it](mailto:quality@unibz.it)  Business proposal presented by:  Date:  Signatures: |

**BUSINESS PROPOSAL**

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**SUMMARY**

*Briefly summarize your business idea and purpose.*

*How does the business idea fit into the iNEST target topics and what effects does it have on the regional territory?*

**PRESENTATION OF YOUR BUSINESS IDEA**

**Description of your business idea/model**

*What relevant problem do you want to tackle?*

*How do you intend to solve this problem? Describe the product/technology/service you have planned.*

**Degree of innovation**

*What is the innovative character of the business project?*

*What is the State of the Art (=the level of technological maturity of the results expressed according to the TRL1 - TRL9 scale)?*

*How do you plan to market your product/technology or service?*

**Market Competitors**

*Which market are you addressing with your future product/technology/service? How big is this market?*

*Who are your customers? Who are your competitors?*

**Unique Selling Propositions and Unique Buying Reasons | USP-UBR**

*What are the relevant USPs of your future product/technology/service, also in comparison to possible competitors?*

*What special advantages does the customer/user have in buying/using your solution?*

**Founding member(s) and team**

*How is your team composed? Which resources are still missing and should be added later?*

*Who are the founding members, with their respective share capital, if already defined?*

*What will be their roles and tasks and how much commitment is expected in the company?*

**Roadmap - financial strategy**

*What is the planning of the project: timing, development phases, financing needs?*

*What funds are needed and how could they be raised?*

*What will be the necessary costs, e.g. personnel, infrastructure, purchase of machinery and equipment, consultancy, depreciation, supplier management, etc.?*

*What will be the expected revenues?*

*When will the expected Break-Even Point be?*

*Have you done a market risk analysis?*

*How do you expect to generate turnover?*

**Intellectual Property Rights**

*We recommend consulting the Technology Transfer Office of the Free University of Bozen-Bolzano at* [*quality@unibz.it*](mailto:quality@unibz.it)*.*

*What is the current situation regarding intellectual property rights?*

**NOI Techpark and Business Incubator**

*Have you already participated in the Pre-Incubation/Incubation program of the Province's Business Incubator at NOI Techpark?*

**ATTACHMENTS**

1. Motivational letter

*What does the project need most? For which topic do you need more mentoring, e.g. team building, legal aspects, intellectual property aspects, financial strategy, marketing etc.?*

1. CVs of the proposing team members