

## Concept sketch

**inspired**

Der Ideenwettbewerb. In MV.

### General information

Submissions should be sent by e-mail to [zfe@uni-rostock.de](mailto:zfe@uni-rostock.de). Please note the respective submission deadlines. The documents to be submitted include

- the idea outline structured according to the specifications in the form
- If applicable, proof of a mentor from industry and/or academia (experience has shown that the support of a mentor increases the chances of success in the competition)

Please address all the topics listed in the following form. The key questions under the respective headings serve as a guide. The competition is thematically open, i.e. submissions can come from all scientific disciplines and areas of society. The competition entries can include concrete research results as well as technical and/or social innovations that contribute to solving a problem and create an economic, ecological, social and/or overall societal benefit.

The convincing and precise description of your business idea and its possible implementation is the focus of the competition and therefore plays the most important role in the assessment. Get free consultation on the individual points at the Center for Entrepreneurship (ZfE)!

Your entries for the competition and your personal data will be handled confidentially. All members of the expert network, the prize sponsors and the members of the jury have signed a written confidentiality agreement to ensure the confidentiality of the information disclosed during the competition.

The ideas competitions are funded by the European Union's European Social Fund Plus as part of the ESF Plus Programme 2021–2027 of the state of Mecklenburg-Western Pomerania.

We wish you every success!

Your team at the Center for Entrepreneurship

## Personal details

### Participants

Please enter the personal details of all project participants and nominate a team spokesperson who we will contact during the competition.

#### Team spokesperson

Title, first name, surname	<input type="text"/>	
Category (please choose)	Students/ apprentices <input type="checkbox"/>	Researchers, graduates, employees, external interested parties <input type="checkbox"/>
Faculty or research institution	<input type="text"/>	
Faculty/degree program/area	<input type="text"/>	
Highest professional or academic degree	<input type="text"/>	
Date of birth	<input type="text"/>	
Gender	<input type="text"/>	
Address (street, zip code, town)	<input type="text"/>	
Telephone number	<input type="text"/>	
E-mail address	<input type="text"/>	

#### Other team members

Title, first name, surname,  
status (e.g. student etc.),  
E-mail address

## Project description

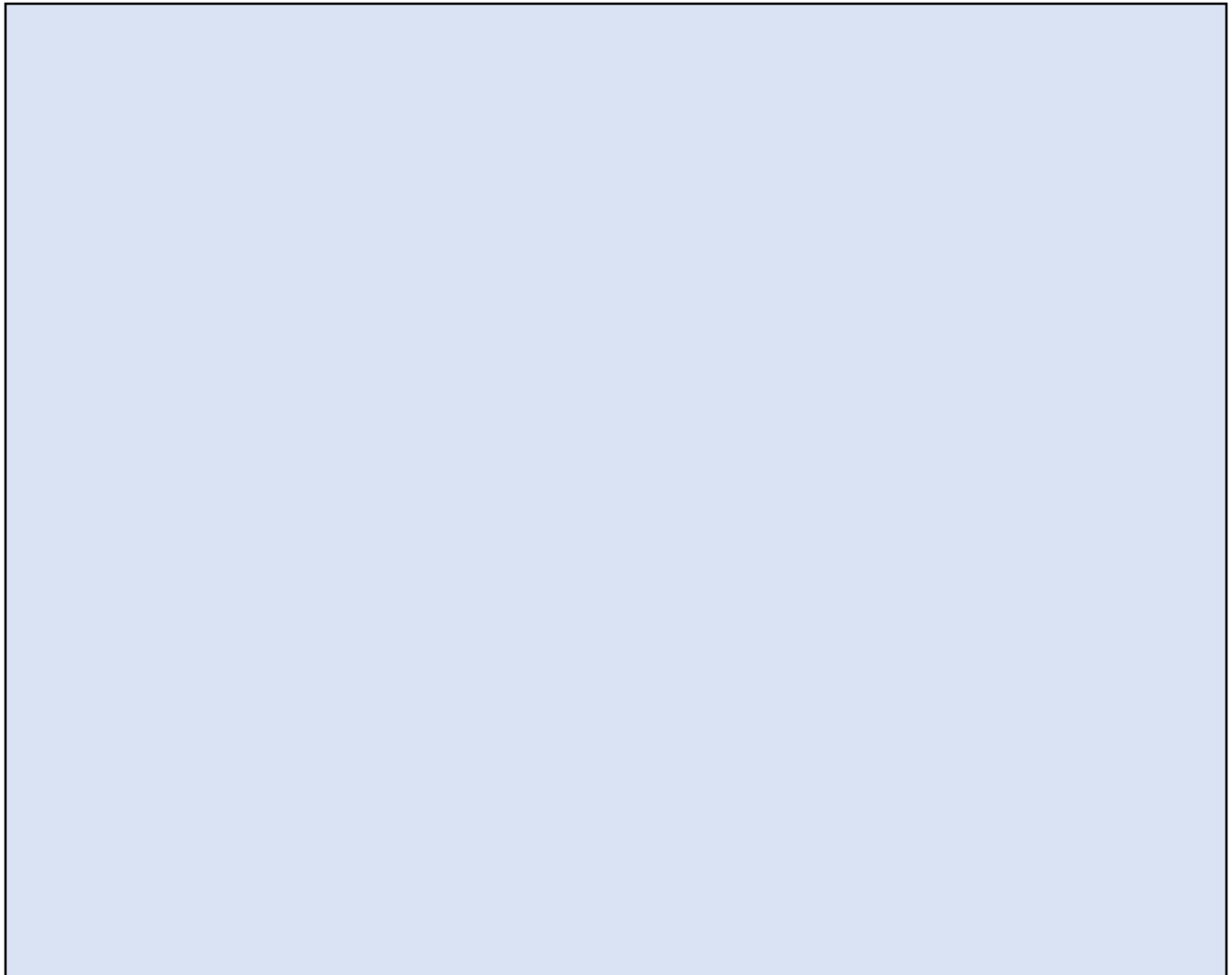
### 1. Title and short description

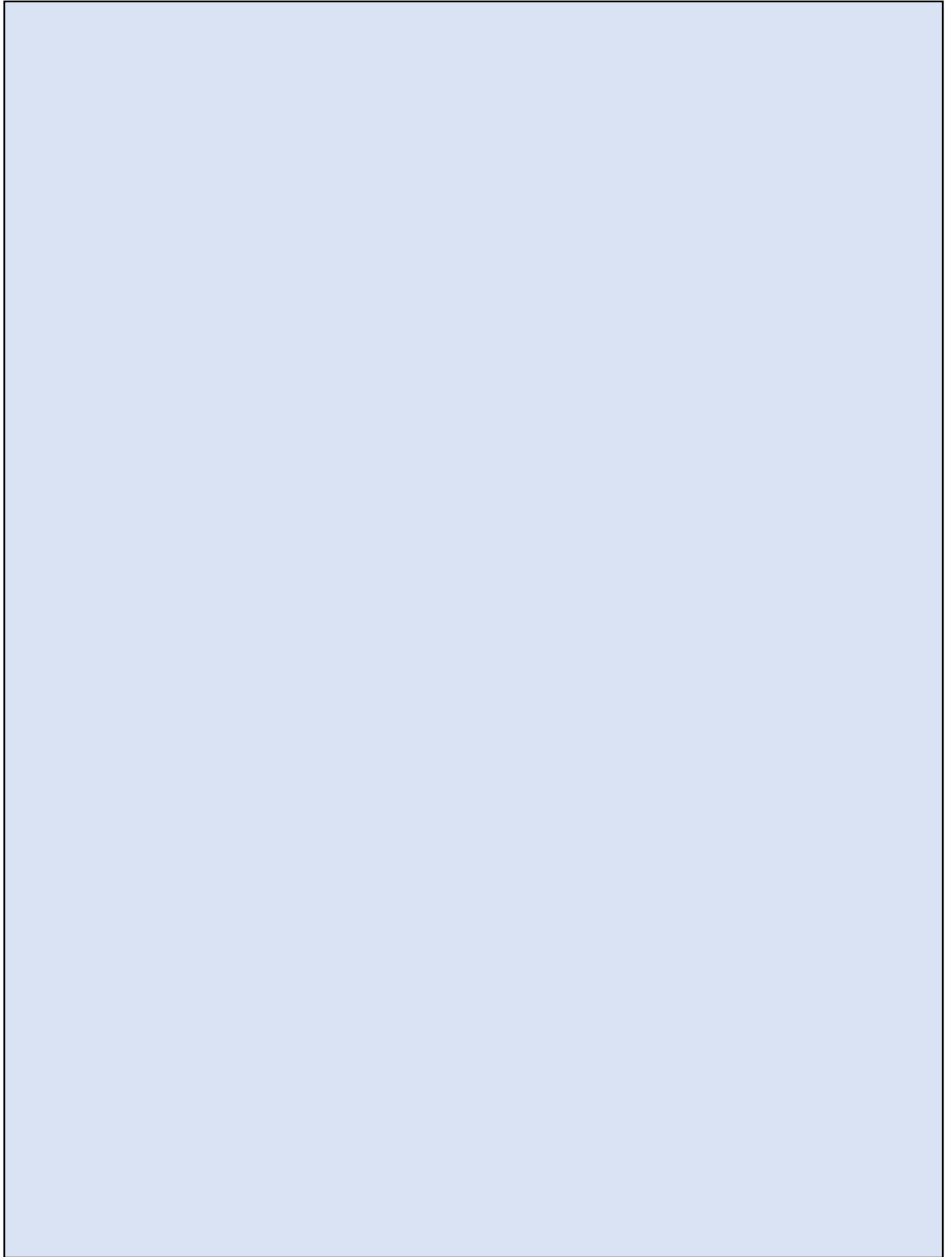


### 2. Description of the business idea (max. 2 pages)

What is your business idea and what is special about it? Which innovative products, processes or services are based on your business idea? How innovative is your idea compared to existing solutions? What unique selling point does your product have?

Can your idea be assigned to one or more of the “Sustainable Development Goals” (SDG or Global Goals) of the United Nations? Does your idea contribute to solving an economic, ecological, social or overall societal problem (mitigation or elimination)?





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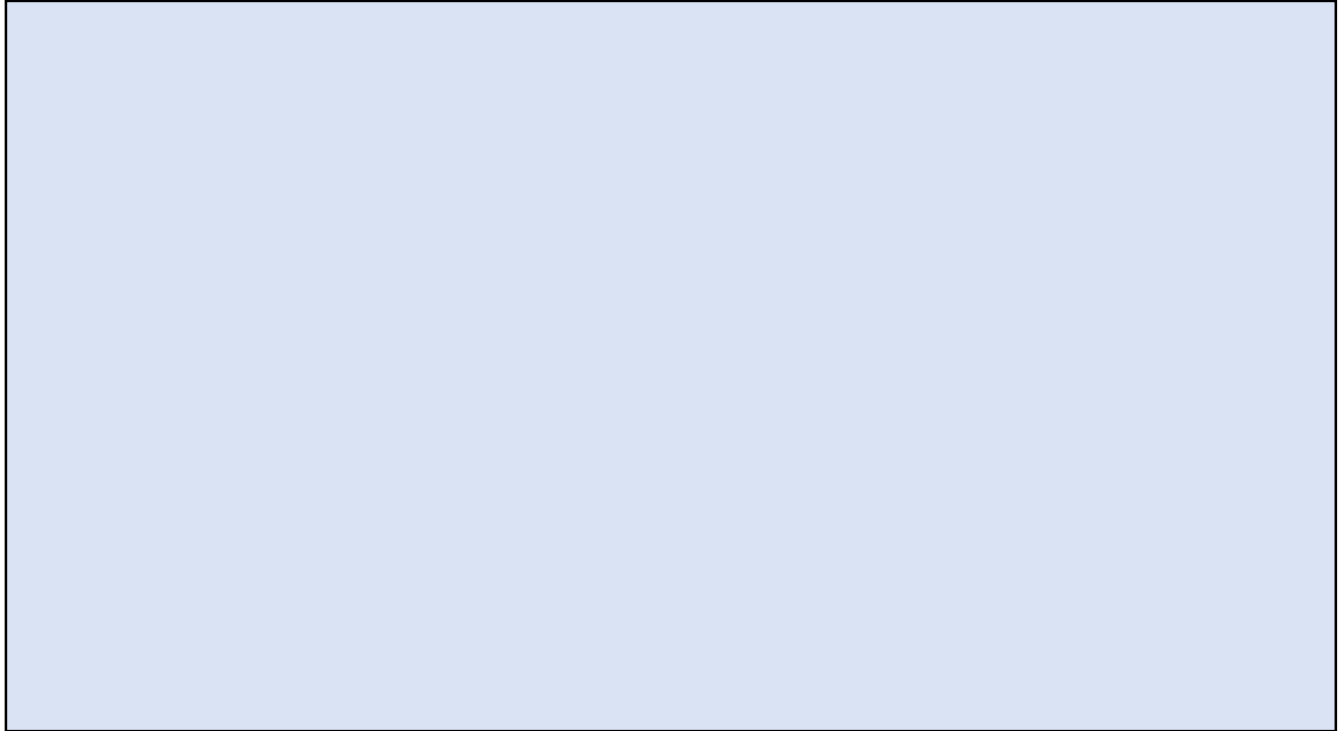
**3. Customer benefits** (approx. ½ page)

Who and where is your target group? What needs/problems do you solve for your potential customers?  
What value proposition or benefit does your product, process or service offer?

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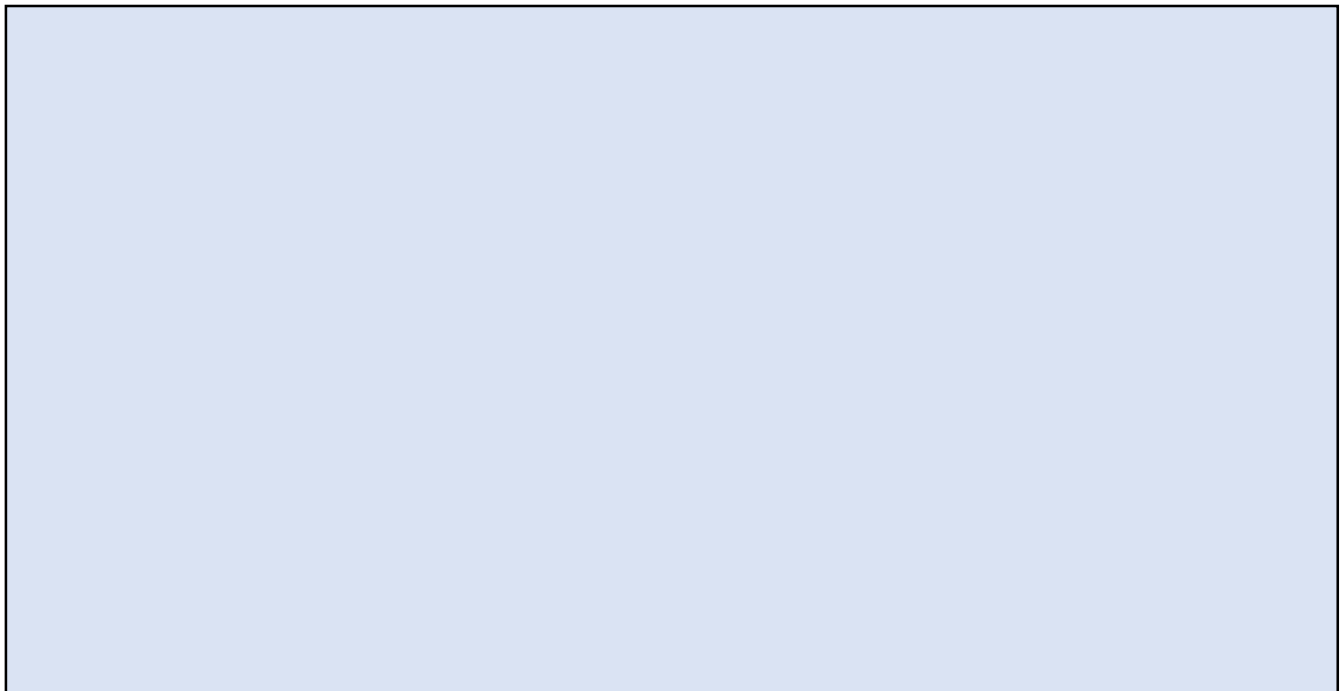
**4. Market potential and prospects** (approx. ½ page)

Is there a real market for your idea? What opportunities and risks exist in the potential market and in the implementation of your idea? Are there direct or indirect competitors? How sustainable is the business model of the business idea? How great is the potential of the idea to be successful on the market (in terms of demand and target group)? Can your business idea be expanded/scaled by you (e.g. to other areas, markets, sectors, target groups, products, services, etc.)? Are follow-up products or an expansion of the scope of services possible?



**5. Stage of development of the product/process/service** (approx. ½ page)

At which stage is the development and how long do you estimate the required development period? Which development steps are still necessary? When could your product/process/service be ready for the market? Is the implementation of the idea realistic? What requirements still need to be met? Is it possible to protect your business idea with industrial property rights (e.g. patents)?



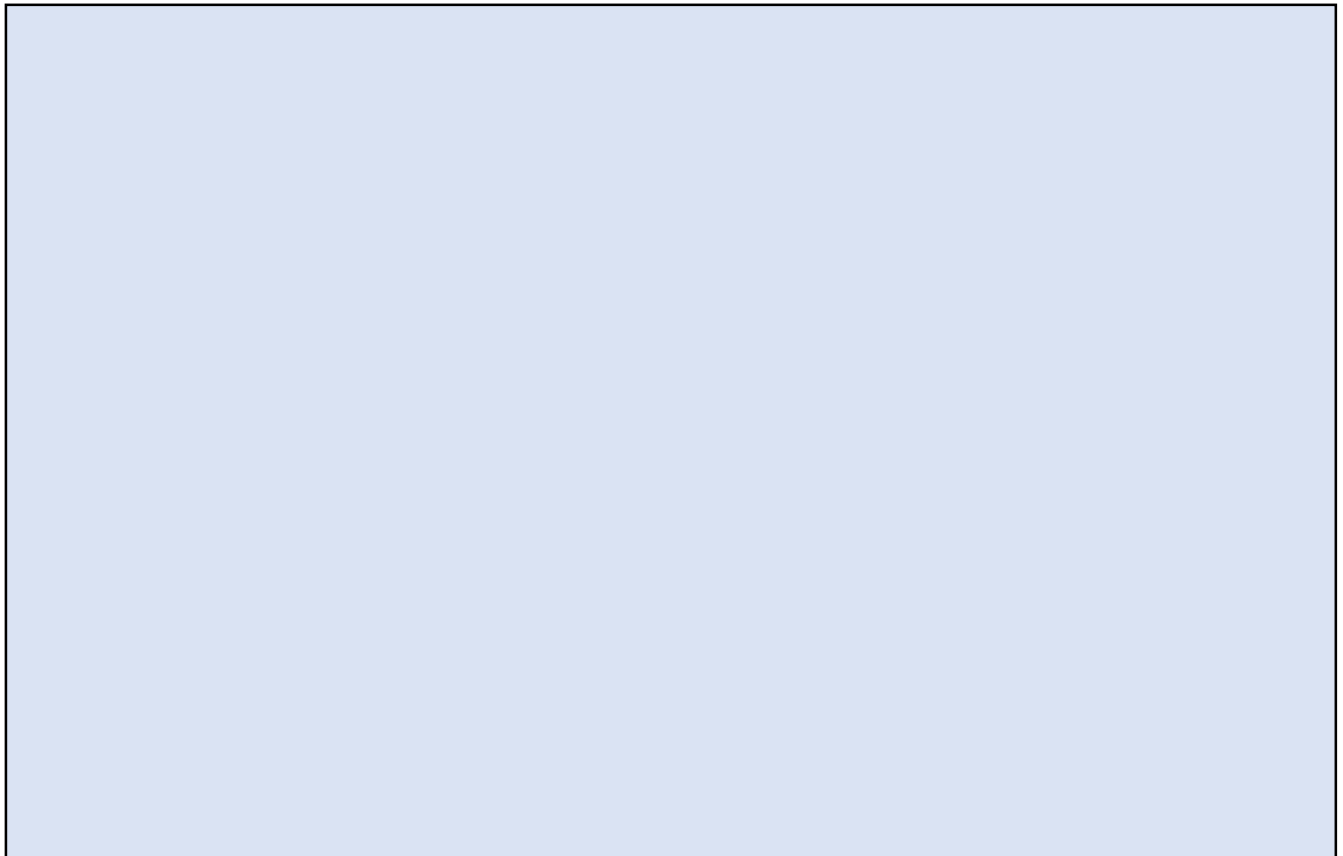
**6. Capital requirements and implementation** (approx. ½ page)

How high do you estimate the total capital requirement for the implementation of your idea or your company launch? Are you dependent on partnerships and/or suppliers for the implementation? How and at what price do you want to offer your product/service? How would you like to enter the market?



**7. Marketing** (approx. ½ page)

How do your customers find out about your product/service? Which sales channels do you want to use?



**8. Personal motivation** (approx. ½ page)

What is your motivation for pursuing or implementing the project? What qualifications/professional knowledge do you (and your team, if applicable) have?

**Additional information**

**A) Mentor from business and/or academia** (not mandatory)

Are you supported by a mentor? Please briefly state the name and field of activity.

**B) Participation in other ideas competitions**

Have you already taken part in other competitions with your business concept? If so, which ones? Has the idea been awarded a prize?