Application

**„Creative Pre-Incubator“**

**Cooperation accent Inkubator GmbH and FH Wiener Neustadt**

The application can be submitted in the form of a short concept (max. 3 A4 pages) or a pitch deck/presentation slides. The application must cover the following topics:

1. Business Idea

Briefly describe your product or service idea, addressing the following aspects: novelty/innovation, USP, market potential an scalability.

Explain which target group(s) you want to address with your product or service idea, which need you want to satisfy with it and describe the customer benefits.

Furthermore, describe how your product or service idea differs from solutions currently available on the market. Clearly describe the competitive advantage you have over your competitors.

1. Founding Team

Introduce yourself and the founding team. What are your experiences regarding the business model (e.g. market and industry knowledge based on previous work experience, education, etc.) and tell us your motivation to implement your idea.

Point out the competencies required for the implementation of your business idea. Explain which of these competencies you have already and which are still needed (definition of key positions).

1. Implementation planning

Describe what steps and milestones are necessary for the future implementation of your business idea?

1. Finance

How high will the financial requirements be for the first 3 years from today's perspective? What is the cost structure of the company or which of your activities/resources cause the most costs?

Attachments

In addition to your application, please complete the data sheet below for each founding member and include current resumes and signed eligibility requirements.

Data sheet

|  |  |
| --- | --- |
| **First name, second name** |  |
| **Adress** |  |
| **Email** |  |
| **Telephone** |  |
| **Study coure** |  |
| **Semester and expected date of graduation** |  |
|  |  |
| **Business idea/Working title** |  |

**Application deadline:** November, 2nd 2023, via E-Mail to [startupcenter@fhwn.ac.at](mailto:startupcenter@fhwn.ac.at)

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