Idea
ACHEMA Start-Up Award 2024

(not exceeding 5 pages)

Contact data:

Last name: First name:

....

Name of the company: In the process of being established ☐

....

Address (Street/Post code/Place of residence/Country):

....

Telephone: Fax: E-mail:

....

Date of birth: Place of birth:

....

<div style="border:1px solid black">

Title

</div>

We ensure the confidentiality of your submission. For further information please refer to https://www.achema.de/fileadmin/user_upload/Downloads/Gruenderpreis/Confidentiality_Agreement_AGP.pdf

1 Executive Summary

Core statements about your business idea..Summary of the essential statements: Clear, brief, informative, motivating the reader to continue.

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2 Description of Product und Services (P/S)

2.1 Basic Idea for (P/S)

- What is the basic idea for the (P) or the (S)?

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2.2 Stage of Novelty

- Are (P) / (S) completely or only partly new, will existing (P) / (S) replaced?

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2.3 Benefits for Customers

- How can a client benefit?

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2.4 Know-how and IP

- Who is the owner of the intellectual property (IP)?
- Has a protection been planned or is it already in existence?

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2.5 Status of the /(P/S)-Placement

- Has the idea been submitted to other competitions or has it been award-winning (no hindrance to participation)?
- How probable is it to implement the idea?
- Which technical obstacles are likely to be faced with regard to the implementation?

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3 Market / Clients / Competition

3.1 Description of the market

- Is there already a market for the (P) / (S)?
- What does this market look like (B2C oder B2B market, is it regional, national or international, size, growth...) (rough estimate based on literature/ public information)?

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3.2 Competitive situation

- Structures of competition / Competitors (rough overview).

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3.3 Protective Measures against Competitors

- Which barriers can be established against competitors?

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4 Team and support

(Founder / Team / Supporters)

- Which technical background, professional and entrepreneurial experience and leadership experience do the founders have?
- Which gaps are there within the team regarding production, technology, business know-how, marketing and sales ?
- Who are the most important supporters of the start-up team?
- What networks is the team involved in?

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