**Contact data:**

Last name: First name:  
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Name of the company: In the process of being established 🗆

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Address (Street/Post code/Place of residence/Country):  
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Telephone: Fax: E-mail:  
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Date of birth: Place of birth:  
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**Title**

*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*

# Executive Summary

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

In the course of development from the Idea stage to the Concept stage the idea can be modified

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# Description of Product and Services (P/S)

## Basic Idea for (P/S)

* *What is the basic idea for the (P) oder die (S)?*

.........

## Stage of Innovation

* *Are the (P) / (DL) completely or only partly new, will existing (P) / (S) be replaced?*

.........

## Benefits for Customers

* *How can a client benefit?*

*.........*

## Know-how and IP

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

.......

## Status of the (P/S) Placement

* *Has the idea been submitted to other competitions or has it won awards (no hindrance to participation)?*
* *How likely is the idea to be implemented?*
* Is there already proof that the idea can be implemented in principle, a prototype or a finished product?
* On which levels (specifications/types/sizes etc.) could the (P) and (S) be offered?

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## Statements about the Vertical Range of Manufacture

* Which distribution of tasks has been planned for the production / Supply of the (P) / (S) between the company itself and suppliers / partners?

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# Market / Clients / Competition

## Description of the market

* For the (P/S) for which there are currently no markets in existence: which measures should be implemented to create a market?
* For the (P/S) for which there is an existing market: what does this market look like (B2C or B2B market, segmentation, regional influences, size, growth…) (detailed assessment on the basis of references)?
* Are there opportunities to position (P) / (S) on the market, with reference to price, quality and volume/quantity?

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## Competitive situation

* Structure of the competition / competitors (size, geographical distribution ...) (more in-depth analysis of competition based on references (Internet, Literature)?
* Which competitive advantages and unique selling points exist (based on (P) und (S) or based on organisational parameters such as regional representation, flexibility of production organisation etc.?

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## Protective Measures against Competitors

* Is there a „generic“ protection against competitors for this (P) / (S)?
* How can barriers against competitors be established, which ones are already in existence?

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# Team and support

# ( Founder / Business Team / Management / Shareholders / Supporters)

* Which persons in the start-up team are covering which skills (ideally in the form of skill profiles for individuals)?
* Who is supposed to take over which functions in the start-up?
* Which experts cover which roles?
* Are there any other partners or investors apart from the founders?
* How is the team involved in external networks?

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# Establishment of the Business

## Vision and strategy

* What is the vision for the company for the next 5 years (covering a niche, mass provider, specialist, market share, innovation etc.) (no more than three lines)?
* Which strategic measures are being taken?

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## Marketing/sales, production planning and after-sales services

* Which basic concept ideas for starting and maintaining the business exist, e. g. focus on production and on the market, different possibilities for entrance to the market and long-term market supply?
* Where will the (P) / (S) be offered?

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## Sales and financial planning (see corresponding document)

* What turn-over is planned for the first 5 years?
* Which cost structures exist, what does the profit and loss calculation look like?
* What are the financing requirements (financing the organisation, advance financing of material, pre- and semi-finished products, accounting, receipt of invoices, provisions for warranty claims etc.)?

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## Capital requirements / investment

* Will external investment be required, what amount and duration?

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# Company structure / business model

* Which company structure (partnership, entrepreneurial company, limited liability company etc.) would provide the best support for the start-up and minimize the risk?
* Are partnerships between producers and clients conceivable and reasonable?

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# Chances and risks

* How are chances and risks for the business, the start-up team and potential investors assessed?

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Note: *The points in italics have been requested in a previous stage*