

**Idea**  
**ACHEMA Start-Up Award 2021**  
(not exceeding 5 pages)

**Personal information about the proposal for the award :**

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:

.....

**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](https://www.achema.de/fileadmin/user_upload/Downloads/Gruenderpreis/Confidentiality_Agreement_AG_P.pdf)*

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# 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) be replaced?

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### 2.3 *Benefits for Customers*

- How can a client benefit?

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### 2.4 *Know-how Situation*

- 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 Situation*

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

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### 3.2 *Competitors on the Market*

- 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 Personal Situation**

### **(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?
- How is the team involved in networks?

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