Pre-Information

First of all, we need some information about your current idea to advise you in the best possible way. (max 3-4 lines for each point)

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| **Name of the project** | |
| **Founder(s) and Team** | |
| **Email** | **Tel.** |
| **Your Connection to FH Salzburg**  Student, Employee, Alumni + study program | |
| **Idea Core**  What is your actual idea? Please describe your idea to us. Make sure that the explanations are also comprehensible and understandable for external persons. | |
| **Project Status**  Which steps have you already taken to implement the idea? Please outline them briefly. | |
| **Team resources**  Who is part of your founding team? Are strategic partners already involved? | |
| **Target Group**  Who should benefit from your idea? Think about who you want to attract with your idea. | |
| **Need & Demand solved by the solution**  Which (specific) needs of the intended target group have been identified so far? | |
| **Value Proposition & USP**  What is the added value of your product or service? Please outline briefly what makes your product or service special/unique (possibly compared to similar products/services already on the market). | |
| **Problem solving competitors**  Who are your main competitors? How is the problem solved so far?  Distinguish between problem-solving competitors (i.e. indirect competitors) and product performance competitors (direct competitors). | |
| **Business Model**  Describe briefly the planned business model. How do you generate revenue? How do the products and services produce economic sustainable income? | |
| **Needs for the next realisation steps**  What support do you need for the next steps? | |
| **First milestone within first year**  Which milestone do you want to reach in your first year? Where do you want to be? | |

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