FHStartup Fellowship Proposal

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| *Please outline all areas of the proposal briefly. Fields written in italics contain relevant key questions and can be removed from the document after editing. The entire proposal comprises a maximum of 4 pages.* |

1. **Project name:**
2. **Name(s) of the founder / founding team & relation to the Salzburg University of Applied Sciences**

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| *Please describe briefly who is part of the founding team, 2-3 sentences about the background and the relation (origin of the course) to the Salzburg University of Applied Sciences* |

1. **Brief description of the idea:**

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| *All the important points that make the idea comprehensible and understandable, what's new?*   * *What is THE selling point of your product that makes it different and worth buying? How does the idea stand out from the competition?* * *What is the main benefit that you generate for the customer? Problem, solution?* * *Which customer needs are covered by your offer?* |

1. **Brief description of the business model & market: (customers / target groups, market):**

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| * *Who are the customers/users of this system? (Mass Market, Niche Market, Segmented, Diversified, Multi-sided Platform)* * *How can they be further segmented?* * *Who has the identified problem?* * *Who will be your most important customer? Who should be your first reference customer?* * *Is there a distinction between user and payer?* * *How will you make money? What sources of income are envisaged?* * *What value is the customer willing to pay for?* |

1. **Who are your main partners and supporters?**

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| * *Supporters/mentors/shareholders?* * *Inkind/Cash support?* * *Is there a pilot customer or first customer projects?* |

1. **Current development steps / measures and assessment of the degree of development of the project or plan**

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| *Is there a project plan with priorities for idea implementation and marketing?*  *Which development phases / costs?*  *Constitutional steps, registration/company registration?:*  *Need for support related to project plan*  *(legal advice, business modeling, technical know-how, design, marketing, prototyping facilities, infrastructure)*  *Where is the development of your idea (degree of maturity)?* |

1. **Reasons to become a FHStartup Fellow**

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| *Briefly outline the basic motivation for becoming an FHStartup Fellow.*   * *What expectations do you have of the FHStartup Center & FH Salzburg?* * *What services could your company be supported with (consulting/premises, etc.)?* * *Why do you want to become an FHStartup Fellow?* |

1. **FH Startup Center office space**

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| *Is there a current need for infrastructure/office*/co-working use?   * *If yes: How big or for how many people?* |

1. **Questions?**

If you have further questions about how to deal with the proposal, please contact the FHStartup Center.

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