**Startup-Profile**

Profile, self-assessment, pitch deck - why do we need all this?

The profile provides the coaches with an overview of your startup and therefore builds the base for the personalized, targeted support of your team. The profile includes a short table for self-assessment and can be supplemented with a pitch deck. In order to match you with suitable mentors, trainers and experts, we will show them – if necessary – a short version of your profile. However, this will only happen if you consented in written form. All information from the profile will be treated confidentially. The self-assessment will only be used for internal work between you and your personal coach. It will not be passed on to anyone outside the program.

What should the profile look like?

Please fill the profile with all relevant information on the eight topics. The questions may serve you as a guide, but you do not have to answer all of them. You decide how long each answer should be, what is important and what is not. The profile must **not be longer than 5 pages** in total.

You can use any form of text (bullet points, continuous text, etc.), but no pictures or diagrams. You can send them in form of a pitch deck, but it is optional for the application. If you notice any "blind spots" while filling out the profile, for example a topic is unclear to you or you can’t answer the question yet, please include it in your answer.

**PROFILE**

If you have not yet founded your company, please enter your preliminary project title, the planned company form and the expected founding period and company headquarters instead.

**Name of the company:**

**Type of company (GmbH, UG, etc.):**

**Date of foundation:**

**Location of company headquarters:**

**Founding history:**

1. **Team Structure**

Please list all team members and describe your skills, responsibilities, and your personal motivation for founding or working in the company.

1. **Product / Service**

Outline your startup project, describe your product idea or service as well as the associated innovation and what makes it special.

Key questions: What technology was used? Is there a prototype and/or proof of concept? What is the current TRL of your product? Are there comparable products from competitors and how does your product stand out?

1. **Business Development**

Please describe the business model of your product or the approaches for a business model that you have dealt with so far.

Key questions: What does your target market look like (macro perspective)? What gap in the market has been identified? Who are your target or customer group(s)? When should you enter the market? Which competitors exist in the target market?

How will the product/service generate revenue? Is there already a pricing model? If so, what does it look like and how much are potential customers willing to pay?

1. **IP**

Outline the status of the protection strategy for your product/service, including existing or registered patents, utility models, trademark or naming rights, if these exist.

Key questions: How unique or copyable is your product/service? How is the FTO (freedom to operate) ensured? Which elements of the product can be protected in the future? Have you secured a website domain?

1. **Vision and Strategy**

Outline your vision as well as the medium and long-term milestones for the further development of your startup. Please also address the 3 biggest current challenges.

Key questions: What is your vision for the company's future? What significant goals or highlights have already been achieved in the past? How extensive is your milestone planning and how have you prioritized them?

1. **Network**

Please outline your current network including cooperate partners, customers, mentors, experts, investors, etc.

Key questions: Which areas of your network are particularly resilient (reliable, close contacts)? In which areas do you see gaps? How well connected are you with companies of your industry sector?

1. **Financing**

Please describe the current financial situation of your startup.

Key questions: What equity and/or debt capital is currently present? What is the deadline until you will need new financial funds? How much capital is required and which milestones do you want to finance with it? Do you want to involve investors? If yes: Which investor groups? (VC, business angels, family offices, etc.)

1. **Expectations towards the Business Accelerator**

What do you expect from your personal coach? What would be beneficial, helpful or desirable during the project for the development of your startup and your team members? What should be achieved after participating in the project? Which aspects could lead to the failure of your startup within the next 3 months?

**SELF-ASSESSMENT**

Please enter a score between 0 and 5 for each statement in the table, depending on how much it applies to your startup. If you agree completely with the statement, you can enter 5 points. If it does not apply to you at all, please enter 0 points. You should only take skills and know-how into account that you can apply specifically to your product/service.

We kindly request you to fill out the assessment honestly and realistically.

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| Our team consists of professionally diverse people. |  |
| Our team members have already gained multiple experiences as founders. |  |
| Our team has solid business know-how. |  |
| We can present a fully developed, up-to-date business plan. |  |
| We are informed about various property rights and have an elaborated protection strategy. |  |
| We are informed about current market developments that may affect our product. |  |
| We know the relevant certifications and regulations and their impact on the registration of our product. |  |
| We are aware of our competitors and know how we differ from them. |  |
| We have a clear marketing strategy for our product/service and the skills necessary to implement the strategy are reflected in our team. |  |
| We have an elaborated sales strategy and the necessary skills for it within the team. |  |
| We know our customer persona, have identified lead customers and are in contact with first clients. |  |
| Our financing strategy has been established, including specific capital requirements and possible sources. |  |
| We have personal contact with various investors (business angels, VCs, banks, etc.). |  |
| We have personal contact with relevant research, development and corporate partners. |  |
| We are actively working on building our value chain and know the most important elements of it. |  |