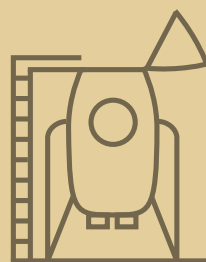


The idea in a nutshell



Describe your idea in a way that is easy to read and understand

(Max 300 characters)



Assessment Criterion

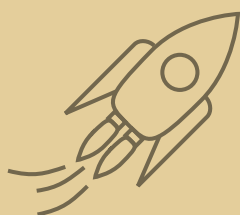
Quality of the idea

Please describe your business idea. What problem, need or desire does your business idea try to meet?

In this field you should also address:

- *What is your solution?*
- *How and why does it work?*

(Max 1000 characters)

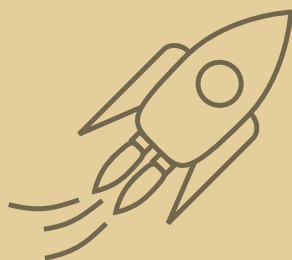


Please describe how your idea is innovative.

In this section you should furthermore describe:

- What is new about your solution?
- How it is based on relevant knowledge from your education, research and/or work experience?

(Max 1000 characters)



Please describe how your business idea differs from competing solutions, products, or services.

In this section you should furthermore describe:

- *Who are your competitors, and how do you differ from them?*
- *How does this difference create value for your customers vis-à-vis competing solutions?*
- *How does the competition affect your chances of successfully marketing your solution?*
- *How do you intend to protect your solution from being copied?*

(Max 1400 characters)



Assessment Criterion

The impact

Please render probable that there is a need, users and probably also paying customers and a market of considerable size - including an international one, if possible.

In this section you should furthermore describe:

- *Who are the customers/users, and how do they like your idea?*
- *Have you sought to identify users and a market for your idea?*
- *What is the size and potential of this market?*

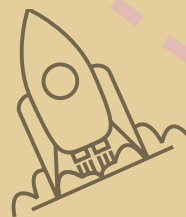
(Max 1200 characters)

Please render probable how you can establish a financially sustainable business based on the idea.

In this section you should furthermore describe:

- *Specifically, how you plan to make money on the idea and to establish a financially sustainable business that can ensure dissemination of your solution.*
- *The expected business model, cost structure and pricing.*
- *How do you expect to disseminate the solution in the market?*

(Max 1000 characters)



Please render probable how your business idea has the potential to create value for Denmark in the form of financial growth and/or solving significant societal challenges.

In this section you should furthermore describe:

- What value does the solution create for society, e.g., by solving societal challenges, creating growth and employment, etc.?
- Please describe the quantitative and/or qualitative goals of this value creation and be as specific as possible.
- Which of the 17 sustainable development goals do you aim for?
- What do you specifically do to carry out this/these effort(s)?

(Max 1000 characters)



Assessment Criterion

Quality in execution

Please describe and render probable that your team has the competences to realize the idea.

In this section you should furthermore describe:

- Which abilities in the team will you use to realize the idea?
- How does the diversity of the team help you realize the idea?
- What are your abilities to promote and support the idea?
- What insight does the team lack to solve future tasks, and how do you plan to act on this?

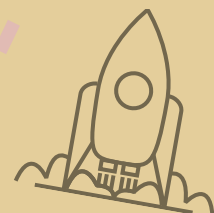
(Max 1200 characters)

Please describe how the grant will move your team onwards with the idea.

In this section you should furthermore describe:

- How far have you come in realizing the idea?
- How can the funds from the Møllerens Fond contribute to the development of your startup and possibly additional financing needs?
- How close are you to realizing the idea and what do you see as the biggest challenges as related to implementation?

(Max 1200 characters)



I hereby confirm:

- *That I, or at least one of my co-founders, are enrolled at one of SDU's education programmes and is an active student.*
- *That I and my startup is a part of SDU's entrepreneurial environment Startup Station.*
- *That our startup has had a total turnover of less than 100.000 kr. (measured on all revenues).*
- *That our startup has not previously received funds from Møllerens Fond.*
- *That I agree to contribute to the follow-up SDU and Møllerens Fond make on the use of allocated funds.*
- *That this application does not contain patentable business secrets.*

NOTE!

When receiving a scholarship, the net amount received will be taxable. All scholarships will be reported as B-income, either on the applicant's CPR number or CVR number, if available. We recommend that you contact your local SU office or SKAT for further information on tax matters upon receipt of a grant from Møllerens Fond.

Please send the application to the following e-mail:

cortexlab@sdu.dk

Att.: Startup Grant

