

# IROS 2018 startup competition

## application form

Please fill in all fields in the form below. The document must not be longer than **two pages**. The explanations in the fields below are for orientation and guidance purposes. They do not serve as checklist. The provision of financial data is optional.

<b>Company (name)</b>		<b>Date founded:</b>			
<b>Address</b> (Street, City, ZIP)		<b>Contact person:</b>			
Tel. Fax		<b>E-Mail</b> <b>Internet</b>			
<b>Founding team</b> (name/s and function)					
<b>Business idea in a single sentence</b> (max. 250 char)					
Describe in a short and concise manner understandable for outsiders your business idea. Explain how you want to earn money with this idea.					
<b>Product &amp; customer benefit</b>					
Describe your product / service and explain the most important customer benefit/added value for the customer.					
<b>Competitive advantage</b>					
Explain what the competitive advantage of your product/business idea is (developed technologies, know how, special market access) and how you plan to secure this advantage (patents).					
<b>Market analysis</b> (customers, competitors, partners, competitors & market volume ...)					
Describe your relevant market (regional vs. international market, target customers and their purchasing behavior). Explain the competitive situation (actual and future competitors who may enter the market quickly, competing solutions, which offer a similar benefit to the customers. Describe the general conditions, which may influence the implementation of your business idea (norms and standards, legal conditions, certification etc.)					
<b>Management &amp; team (background / experience in bullet points, shares)</b>					
Describe your team and the roles of the team members. Explain which experience they have with respect to the implementation of your business model (detailed market knowledge, customer relations, technical expertise, etc.)					
<b>Traction and status of your endeavor</b>					
How far are you with the implementation of your business idea? Which concrete steps have you undertaken? Briefly describe the state of your project and name milestones and major achievements (have you already recruited customers and created some revenue, have you established a supply chain, network of partners, etc.)					
<b>Financing concept: origin and use of capital</b> (investments)					
How big is the capital need for the implementation of your business idea according to your business plan? Where and how do you plan to raise this capital (equity, bank loan, VC, business angel). Describe briefly for which activities you plan to use the capital. Describe the return of invest for an investor.					
<b>Financial data</b> (optional)	<b>Year 1</b>	<b>Year 2</b>	<b>Year 3</b>	<b>Year 4</b>	<b>Year 5</b>
<b>Revenue</b>					
<b>EBIT</b>					
<b>Staff (number)</b>					
<b>Capital need</b>					