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?*
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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?*
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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?*
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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?*
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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?*
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1. **Questions?**

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

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| FHStartup CenterUrstein Süd 1 | 5412 Puch/Salzburg | Austriafon: +43 (0)50-2211-5001facebook: [www.facebook.com/fhstartup](http://www.facebook.com/fhstartup) fhstartup@fh-salzburg.ac.at Newslist Signup: <https://bit.ly/fhstartup-news> powered by Fachhochschule Salzburg GmbH Web: [www.fh-salzburg.ac.at](http://www.fh-salzburg.ac.at) Service-Point von Web: [www.startup-salzburg.at](http://www.startup-salzburg.at)  |