

*Existenzgründung*

## Start-up competition '24

We're looking for innovative business ideas!



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## How it works

Briefly describe your business idea on no more than three DIN A4-sized pages. Structure your description as follows:

1. Summary - What is the essence of your idea, who is your target group (approx. 3-5 sentences)?
2. Inspiration - How did you come up with your idea/solution, what skill sets do you and your team have?
3. Description of your idea - What problem are you solving or what needs are you aiming to meet? What are the special features of your idea compared to existing solutions?
4. Benefits of your idea - What specific benefits do you offer potential customers, i.e. do they save money, time, resources, are there benefits in terms of health, well-being, etc.? What are the special characteristics of your customer group? How big do you think your customer group is and how much is an individual customer willing to pay for this idea?
5. Marketing and sales - How do users find out about your product and how do they find you?

## Competition deadline

Submit the description of your business idea by 12 December 2023, stating your name, matriculation number, department, email address and telephone number.

## Jury and presentation

The jury is made up of entrepreneurial experts from universities and industry.

The best participants and best teams introduce their business idea to the jury and interested members of the public in a two-minute presentation.

### Prizes

1st prize	€ 1.000
2nd prize	€ 750
3rd prize	€ 500

The best ideas may also be nominated for the regional "Hessen Ideen" competition.

*Get professional  
feedback on your  
promising business idea!*



### Terms of participation I

- The competition is open to all Fulda University students and former students who graduated no more than three years ago.
- Participants can take part individually or as a team.
- An idea may not be submitted if it has already won a prize in another start-up competition.
- The business must not have been formally set up when the pitch is submitted.
- The participant/team must have developed the idea themselves and it may not infringe the rights of third parties.
- The copyrights and statutory property rights of Fulda University of Applied Sciences shall remain unaffected.
- The organiser accepts no liability for the statements of jurors or other persons involved in the competition.

### Terms of participation II

- The participants shall indemnify the organiser against any claims made by third parties resulting from infringement by the submitted documents of any copyrights, statutory property rights, trade secrets and other rights.
- Participation implies agreement with the above conditions.
- The organiser of the competition guarantees that submitted ideas are treated as confidential. The organiser shall not disclose the participants' personal data to unauthorised third parties. Based on prior agreement, the participants in the competition declare their consent to the presentation of their idea and to press work.
- The decision is final. No prize will be awarded if no suitable entries are received.

# Submit your pitch now!

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## Contact

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