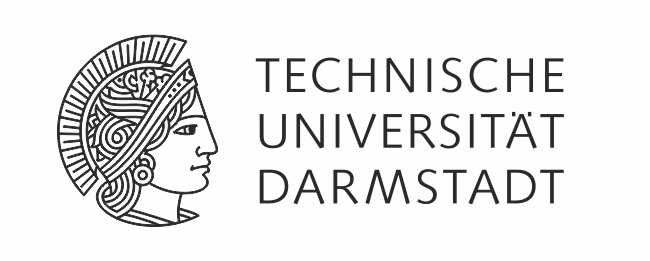
Climate-KIC Accelerator Programme 2015



Climate-KIC partner running Accelerator in Hessen, Germany

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Application Form Stage 1: [Start-up/Project Name]

Start-up / Project name: Klicken Sie hier, um Text einzugeben.

Website: Klicken Sie hier, um Text einzugeben.

Twitter/ Facebook / Xing / LinkedIn: Klicken Sie hier, um Text einzugeben.

Company founded (yes/no): Wählen Sie ein Element aus. , planned to be founded: Klicken Sie hier, um Text einzugeben.

If yes (“Eintrag im Handelsregister”, please enclose the document), date of registration (“Tag der Eintragung”): Klicken Sie hier, um Text einzugeben.

legal address: Klicken Sie hier, um Text einzugeben.

share capital: Klicken Sie hier, um Text einzugeben.

Legal representative / CEO (name, email, phone): Klicken Sie hier, um Text einzugeben.

Klicken Sie hier, um Text einzugeben.

If not, primary contact (name): Klicken Sie hier, um Text einzugeben.

his / her current position: Klicken Sie hier, um Text einzugeben.

address: Klicken Sie hier, um Text einzugeben.

email and phone: Klicken Sie hier, um Text einzugeben.

Other team members: please indicate full names, emails and phone numbers.

Klicken Sie hier, um Text einzugeben.

Applying at: Regional Innovation Centre Hessen (RIC Hessen), submission date: Klicken Sie hier, um Text einzugeben.

**Description of the start-up / project**

*In case of the enrolment in the programme, this description will be published on our webpage www.climate-kic-centre-hessen.org, please both in English and German (max. 100 words)*

English:

Klicken Sie hier, um Text einzugeben.

German:

Klicken Sie hier, um Text einzugeben.

**Founder’s Dream**

*I.e. not so much a mission statement but your personal motivation. (max 20 words)*

Klicken Sie hier, um Text einzugeben.

**Team**

*Give resumes of the founders / management team (2 lines each + updated Linkedin / Xing profile if available). Describe current involvement of all involved persons.*

Klicken Sie hier, um Text einzugeben.

Klicken Sie hier, um Text einzugeben.

**Business Description**

*Briefly describe the general nature of your company. From this section the stakeholders and reviewers must be convinced of the uniqueness of the company and gain a clear idea of the market in which the company will operate.**(max 35 words)*

Klicken Sie hier, um Text einzugeben.

**Value proposition:**

*Convey to the reviewers that the solution truly fills an unmet need in the marketplace. The characteristics that set the solution apart from the competition need to be identified (competitive advantage).*

*You have to use the structure of the classical seven points of a value proposition:*

1. FOR [the ideal customer]: Klicken Sie hier, um Text einzugeben.
2. WHO [has this specific pain or problem]: Klicken Sie hier, um Text einzugeben.
3. OUR [product name]: Klicken Sie hier, um Text einzugeben.
4. IS A [product category]: Klicken Sie hier, um Text einzugeben.
5. THAT PROVIDES [this main benefit and reason to buy]: Klicken Sie hier, um Text einzugeben.
6. UNLIKE [the primary alternative or competitor]: Klicken Sie hier, um Text einzugeben.
7. OUR PRODUCT [has this unique selling proposition]: Klicken Sie hier, um Text einzugeben.

**Company Background**

*Provide a short summary of the company’s background. (max 100 words)*

Klicken Sie hier, um Text einzugeben.

**Technologies / Innovation**

*In this section, highlight whatever aspects of your solution may be protected by current IP or patent law. Provide evidence of how your offerings are different and will be able to develop a barrier to entry for potential competitors. Also, identify any relevant dependencies.*

*🡪 Provide independent technical validation letter (if any).*

*🡪 Describe current IP protection: patent (if any).*

Klicken Sie hier, um Text einzugeben.

Klicken Sie hier, um Text einzugeben.

**Climate Impact**

*Describe in what way your startup has a beneficial impact on climate change adaptation and/or mitigation. This can be quantitative (i.e. 'xxx ton CO2 captured per year') or qualitative (i.e. 'much improved rain data necessary for urban water management'). (max 50 words)*

Klicken Sie hier, um Text einzugeben.

**Markets**

*This is about the chosen market niche where you want to achieve total global domination. Provide a clear description of your target market and any market segments that may exist within that market. Include potential market size and growth rate.*

*🡪 Describe Total Addressable market*

*🡪 Describe your Segmented Addressable Market*

*🡪 Describe your Share of the Market*

Klicken Sie hier, um Text einzugeben.

**Customer and end user demand**

*Describe your customer. Describe how you are going to create end user demand.*

Klicken Sie hier, um Text einzugeben.

**Distribution Channels**

*Indicate which channels will be used to deliver your products/service to your target markets (i.e. systems integrators, independent software vendors, partner offerings, direct sales force, channel partners, etc…).*

Klicken Sie hier, um Text einzugeben.

**Competition**

*List any current or potential direct and indirect competition. Briefly describe the competitive outlook and dynamics of the relevant market in which you will operate.*

Klicken Sie hier, um Text einzugeben.

**SWOT**

*Provide a SWOT analysis in keywords:*

|  |  |
| --- | --- |
| *Strengths:*  Klicken Sie hier, um Text einzugeben. | *Weaknesses:*  Klicken Sie hier, um Text einzugeben. |
| *Opportunities:*  Klicken Sie hier, um Text einzugeben. | *Threats:*  Klicken Sie hier, um Text einzugeben. |

**Founders’ capital**

*Describe capital invested by founders or/and other parties*

Klicken Sie hier, um Text einzugeben.

**Projections**

|  |  |  |  |
| --- | --- | --- | --- |
| € | Y 2015 | FY 2016 | FY 2017 |
| Revenue | Klicken Sie hier, um Text einzugeben. | Klicken Sie hier, um Text einzugeben. | Klicken Sie hier, um Text einzugeben. |
| EBITDA (company's earnings before interest, taxes, depreciation and amortisation) | Klicken Sie hier, um Text einzugeben. | Klicken Sie hier, um Text einzugeben. | Klicken Sie hier, um Text einzugeben. |
| Headcount (number of employees) | Klicken Sie hier, um Text einzugeben. | Klicken Sie hier, um Text einzugeben. | Klicken Sie hier, um Text einzugeben. |

**What is your current monthly cash burn rate?**

*Describe your calculation*

Klicken Sie hier, um Text einzugeben.

**What are your current main needs to develop your business?**

Klicken Sie hier, um Text einzugeben.

**What is your motivation to apply at Climate-KIC Accelerator programme?**

Klicken Sie hier, um Text einzugeben.

**Why do you think the Selection Committee should select you?**

Klicken Sie hier, um Text einzugeben.

**Confirmation of authenticity**

I, Full name, confirm that the information provided in this form is complete, relevant, truthful and accurate. I understand that in case a grant is awarded any misrepresentation may lead Climate-KIC to seek refund.

I confirm that I read the programme’s description and agree to actively take part in it.

Place, date: Klicken Sie hier, um Text einzugeben. Signature: 

*Please print this form, sign it and send it first per email by* ***10th of April******2015*** *to Irina Shults:*

*shults@energycenter.tu-darmstadt.de*

*We will ask you to send then the original.*

Dear applicant,

Thank yor for applying for our programme! Climate-KIC RIC Accelerator Programme 2015 consists of three stages, each of them includes participation in workshops / bootcamps, coaching and evaluation / pitching sessions offered by our Centre. Applying for the programme, you committ youself to active participation as well as to submitting programme’s deliverables. Active participation is the key for your acceleration in the programme. The most promising start-up will take part in the EU finals (Venture Competition) in October 2015.

In case of grants, which are always on reimbursement base, make sure to claime for them by 20November 2015 the latest.

Besides our regional programme, Climate-KIC offers europe-wide master classes and start-up tours which you will be informed about. We encourage you to take these chances.

During our events, we will take photographs and make videos to use them in the different media (webpage, flyers, social media etc.) to promote the programme. Please let us know if you don’t agree to be taken pictures of.

The decision on your approval will be taken after a successful review of your form and a personal contact.

And don’t’ worry if you can’t answer all questions of this form completely, we will work on them together.

The programme will take place in Hessen (Germany), mostly in Darmstadt / Frankfurt am Main, from April to November / December 2015.

I wish you success and hope to welcome you soon in the RIC Accelerator!

Irina Shults,Climate-KIC RIC Hessen Entrepreneurship Manager