

CIMT Endeavour Meeting May 5, 2014

Submission Guidelines

If you would like to get the chance to present your business idea to a panel of renowned experts and investors, please submit an outline of your concept (max. 3 pages incl. figures) by email to endeavour@cimt.eu.

Briefly present your concept in an easily comprehensible manner and address the following topics A to C in your outline. You may consider the questions below as guidance.

A. Description of your concept/ idea:

- What is the origin of your concept/ idea?
- Is your concept a product, a service or a combination of both?
- What is the technical or scientific innovation?
- What is the expected benefit from your concept?
- What is its unique selling proposition (USP)? How does it stick out to already existing businesses?
- What is the status of the proposition? What has already been implemented?
- How is your concept protected? Is there a patent?
- What are the next steps to further develop the concept?
- Please illustrate your concept by means of (properly labeled) charts, images and tables, if possible.

B. Practicability of idea

- Who is the target group for your concept? Who are your potential customers/buyers? (companies, organizations, research institutes, etc.)
- What is the market potential of your innovation?
- Are there competitors with similar or identical concepts?
- Is your concept currently already being applied/used?
- How can your proposition precisely be implemented? Are there any obstacles that must be overcome (technical, financial)?
- What does the SWOT-Analysis (Strengths, Weaknesses, Opportunities and Threats) look like?

C. Presentation of your team / network

- Who is or should be involved in your business start-up?
- Which qualifications do your team members have?
- What are their individual functions / contributions?
- Which competences or qualifications are missing?
- Are there people and/or organizations supporting you in implementing your idea, in addition to your team members?
- Which contacts/people/organizations/companies could be helpful for realizing your idea? With whom have you already established contacts or whom do you still need to contact (e.g. (patent) lawyers, tax consultants, coaches, etc.)?