

BUSINESS IDEA COMPETITION 2023

The GUIDE Business Idea Competition is an opportunity to find out whether there is potential for a business model in an idea or research result. The Center for Start-ups and Innopreneurship (GUIDE) invites all members of the University of Duisburg-Essen and the University Hospital Essen to participate in a team or as an individual with a business idea.

Please send the registration form including the idea sketch by July 21, 2023, to info@ude.guide.

Any questions? The GUIDE start-up coaches are happy to answer questions and serve as idea sparring partners in advance. Simply arrange a consultation appointment [here](#).

ENTRY FORM

Participant (group spokesperson)

gender	title	first name	last name
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
status	e-mail		
<input type="text"/>	<input type="text"/>		
faculty	academic course	campus	
<input type="text"/>	<input type="text"/>	<input type="text"/>	

Company already founded?

compulsory statement!

no

yes

name of the company	founding date:	place of foundation:
<input type="text"/>	<input type="text"/>	<input type="text"/>

Gefördert durch:

Participant 2

gender title

status

faculty

first name

last name

e-mail

academic course

campus

Participant 3

gender title

status

faculty

first name

last name

e-mail

academic course

campus

Participant 4

gender title

status

faculty

first name

last name

e-mail

academic course

campus

BUSINESS IDEA COMPETITION 2023

BUSINESS IDEA DRAFT

Title: (informative title of the business idea)

Field of innovation:

Executive summary:

Short discription of the business idea

Proposal - product & service:

Compressed description of the product and service offering with a special focus on the question "Which problem is solved for WHOM, WITH/BY WHAT and HOW?"

Target audience:

Compressed presentation of the primary target group, as well as additional ones. Including the presentation of the USP.



Market, industry and competition analysis:

Source-based analysis of the planned business, divided into the areas of market, industry, and competition.

Marketing & sales:

Presentation of the planned goals & measures, whilst taking the target audience into account. OPTIONAL: Presentation of the pricing model.

Previous results & actions:

Description of existing research results, customer surveys, development and evaluation of prototypes, and more.

Team:

Introduction of the existing team members, their competencies and range of duties, as well as existing needs and measures for team development or expansion.

Opportunities & risks:

Analysis of existing opportunities and risks as well as derivating possible measures.

Erklärung

By submitting the business idea draft, I hereby confirm that it is my own idea and that I agree to save my data as part of the start-up support measures of GUIDE. Participation in the GUIDE business idea competition includes the consent of all listed individuals to these participation conditions. I also confirm that all listed individuals meet the participation conditions as listed under www.uni-due.de/guide/businessideacompetition2023.

We are looking forward to get your business idea draft!

Please send it by email until July 21, 2023 to info@ude.guide.

Gefördert durch:

