**Startup-Pre-Information for the ideaCHECK**

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| **Name of the project** |
| **Founder(s) and team** |
| **E-Mail Address** | **Phone Number** |
| **Your connection to Startup Salzburg**(Innovation Salzburg, Salzburg Chamber of Commerce, Salzburg University of Applied Sciences or University of Salzburg)**How did you find out about Startup Salzburg?**[ ]  Social Media [ ]  Newsletter [ ]  recommendation from friends/acquaintances [ ]  other**Have you had contact with any of our four Service-Points – and if so, with whom?** (Innovation Salzburg, Salzburg Chamber of Commerce, Salzburg University of Applied Sciences, University of Salzburg) |
| **Idea core**What is your actual idea? Please describe your idea to us. Make sure that the explanations are also comprehensible and understandable for external persons. |
| **Current project status**What is your idea based on (thesis, development process, new technology, research work, etc.)?What steps have you already taken to implement the idea? Please outline them briefly. |
| **Team resources**Who is part of your founding team? Are strategic partners already involved? |
| **Target group** Who should benefit from your idea? Think about who you want to attract with your idea. |
| **Need & demand solved by the solution**Which (specific) needs of the intended target group have been identified so far? |
| **Value proposition & USP**What is the added value of your product or service? Please outline briefly what makes your product or service special/unique (possibly compared to similar products/services already on the market). |
| **Problem solving competitors**Who are your main competitors? How is the problem solved so far? Distinguish between problem-solving competitors (i.e. indirect competitors) and product performance competitors (direct competitors). |
| **Business model** Describe briefly the planned business model. How do you generate revenue? How do the products and services produce economic sustainable income? |
| **Needs for the next steps towards realisation**What support do you need for the next steps? |
| **First milestone within first year**Which milestone do you want to reach in your first year? Where do you want to be? |

First, we need some information about your current idea to advise you in the best possible way. (max. 3-4 lines for each point)

Send to: welcome@startup-salzburg.at