**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](mailto:welcome@startup-salzburg.at)