



START UP-CENTER
Network-Partner FH Wiener Neustadt

Application accelerator program

1. General information:

What is the name of your start up? (Company name / website, if available)

Company name, product name, website.

Your full name:

Your full name.

How can you be reached (email, phone)?

Contact details.

Your connection to the FHWN?

- I am a student at the FHWN
- I am an employee of FHWN
- I am a graduate of the FHWN
- Currently there is no connection to the FHWN - I am looking for team members with a connection to the FHWN

In which industry sector do you plan to work with your startup?

Pick your industry sector.

At what stage is your venture currently?

- Idea
- Prototype is developed
- I already have cooperation partners
- I already received external financing / funding
- Company is already established
- I already have first paying customers
- I already have partners or employees

Do you already have a team? Describe your team, its members (relevant skills and experiences) and your roles in the start-up. Are all key positions occupied or are you still looking for some key members of your team (which ones)?

Team description and team members.

2. Business idea

What is your business idea and which problem do you want to solve with it?

Business idea and problem solution.

How did you get to your business idea? How did you come across the problem?

Idea development.

What is new about your product(s) / service(s)? What are the special features? What is the difference to other, currently known product(s) / service(s)?

Innovations, USP.



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3. Market description

Who are your competitors? Which comparable and/or competitive offers / products already exist?

Competition.

Who is your customer group? Which need(s) do you intend to satisfy? What is the customer's main benefit?

Customers' need(s) and benefit.

Describe your relevant market (e.g., B2C, B2B, users, etc.)? How big is your targeted market (target customer group in the targeted region)?

Target group and targeted market.

4. Business Model & Financials

How do you intend to earn money with your product(s) / service(s)?

Business model.

How would you intend to sell your product(s) / service(s)?

Channels of distribution.

What shall be the price of your product(s)/ service(s)?

Price in €(net).

In case you already know: what will be your financing needs over the next 1-3 years?

Financing needs.

5. Final questions

Why do you want to participate in the FHWN-Accelerator program? What are your expectations?

Motivation and expectations.

How do you intend to develop your venture further? Have you already defined milestones for the next 6 - 12 months? What goals do you have?

Targets and milestones.

Would you like to add something else?

What else do you want to tell us about yourself, your team and your venture.

You are welcome to send other documents (for example, pitch deck, business plan, corporate video, photos, etc.). We are looking forward to your application! The FHWN start up-center team

Confidentiality Agreement

The FHWN Start Up-Center commits to keep strictly secret all information about the business of the applicant / technical idea / invention, especially in connection with new product developments, product demonstrations, experiments and all related discussions thereof. The FHWN Start Up-Center takes all necessary measures to prevent leakage of information to and exploitation of such information by third parties.