

The GUIDE IDEA COMPETITION ADVANCED 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 this form latest by 11.11.2024 until 11:11am via e-mail 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 speaker, if applicable)

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"/>	

Idea already realised in a founded company?

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	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"/>	

Participant 3

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"/>	

Participant 4

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"/>	



IDEA COMPETITION 2024
- ADVANCED -

IDEA SKETCHT

Informative title of the idea:

Field of innovation:

Executive summary:

Short discription of the idea sketch

Challenge/problem description: What is the problem?

For example, the following questions could be considered here: What (societal) problem does the idea aim solving? What need is being addressed? Is there any existing "part"-solution to the problem, that needs to be improved? (max. 3,000 characters)

Target audience: Who has the problem?

For example, the following questions could be considered here: Is there one or more target groups? Do they have the very same problem or are there differences? (max. 1.800 characters)

Description of the solution: What is the solution?

For example, the following questions might be considered here: How is the problem solved? Who is the (paying) customer/user? What is the benefit for the customer/user? (max. 3,000 characters)

Unique selling propositions: What makes your idea standing out?

For example, the following questions could be considered here: What is the unique selling proposition of the product or service? On which (new) technology is the idea based with a (new) application? (max. 3.000 characters).

Business model: How do you generate revenues?

For example, the following questions could be considered here: For what do the customers pay? Do you generate your income with the sale of the product or after sales services? Is it a onetime purchase or a subscription? (max. 3.000 characters)

Marketpotential &competition:

For example, the following questions could be considered here: Who are your competitors? What is the market volume / potential? Are there any legal regulations? Any upcoming changes to the market or regulations? (max. 3.000 characters).

Past & next steps: Discription of Go-To-Market strategy (OPTIONAL)

Description of existing research /scientific results, IPR-Situation, customersurveys, prototype development and testing etc. How do you plan to enter the market? (max 3.000 charactes)

Statement

By submitting the idea sketch, 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 [here](#).

We are looking forward to your idea sketch!

Please send via e-mail to info@ude.guide - lastest by 11.11.2024, 11:11 am.

Gefördert durch:

