**Start-up Grant submission form**

To apply for the grant, interested researchers must submit a written proposal and present it to the selection committee. Please refer to the directives for more details and use the online form to submit your application:

<https://www.unifr.ch/innovation/en/innovation2/support-for-start-ups/>

Project Leader: First Last Name…………………………..

Project leader's current position at UNIFR: ………………..

Laboratory / Research group:……………………………..

Head of laboratory/research group First Last Name:……………………..

Department: ………………………………………………..

Project title:…………………………………………….

The following information is required:

1. **Focus on the (future) start-up company (max. 30’000 characters)**

**INNOVATION DEGREE**

* 1. **The problem**

Explain the problem to which you are responding

* 1. **The solution**

Explain what you bring as a solution to the problem

* 1. **Product and/or technology**

Explain the product or technology

Possibly the patents, or the intention to file patents

**ECONOMIC POTENTIAL OR SOCIETAL IMPACT**

* 1. **Business model**

How will you generate revenue or impact?

* 1. **Market: potential, target and competition**

Market definition: what market are we talking about (sector / geographical area)

What is the market size, possibly the target market, and the market share objective

Who are the competitors? And what is their position in this market

Are there any benchmarks (i.e. similar businesses in other markets)

* 1. **Unique Selling Proposition (USP) and differentiation**

What is the value proposition?

What makes your product/service unique?

How is your product positioned?

How does it differentiate itself from the competition?

**FEASIBILITY**

* 1. **Development plan (milestones and deliverables) for the start-up**

What are the different milestones (and when)?

What are the deliverables of each milestone?

The deliverables are both development and commercial achievements

* 1. **Marketing / commercialization plan**

What are the marketing efforts (measures and costs) you have planned to achieve your business objectives? Who are your customers? Do you have identified them? Do you know how to contact them?

* 1. **Financial Plan**

Summary of the financial plan for the next 3-5 years

* 1. **Start-up risks**

What are the risks of the start-up project?

Risk matrix with impact and probability of occurrence

* 1. **The team**

Presentation of the team and the expertise of each member and their motivations as entrepreneurs

1. **Focus on the project to be carried out at UNIFR (max. 10’000 characters)**

**QUALITY OF THE PROJECT SET-UP**

* 1. **Project Plan with Milestones and quantitative Deliverables for how the funding and laboratory space will be used to grow the company**
  2. **A budget for the proposed activities**

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