Triathlon Business Ideas Competition 2023 Template Idea Paper

Company name / acronym

## **Subtitles, if applicable**

Team leader / participant\_\_\_\_\_\_\_

Phone:\_\_\_\_\_\_\_\_

Email:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_

# **Development of the business concept and questionnaire**

**We kindly ask you to use the chapter headings and to comply with the information on the scope of the chapters. The total length of the idea paper must not exceed 6 pages, accompanied by a cover page with title, subtitle if applicable, as well as name, telephone number and email address of the author(s).**

**The questionnaire for the individual chapters offers suggestions for the elaboration of the idea paper and sets the framework for the scope of the elaboration.**

## **1. Business idea**

(max. 2 pages)

* **What is the idea behind it? History?**
* **Product?**
* **What technologies are used? Is there an improvement/innovation?**
* **Customer benefits?**
* **Unique selling points?**
* **Diagrams or illustrations may be inserted for better understanding.**

## **2. Team**

(max. 1 page)

**Here you can describe the existing team and/or the qualities that an ideal team** **of founders would have to have.**

* **What competencies does the potential company need to develop the product and bring it to market?**
* **What qualities do the team members need?**
* **What networks is the team already involved in?**

## **3. Market**

**(max. 1 page)**

* **Target? Who are the customers? (possibly also naming existing customers)**
* **Who are the competitors and the competing products? How to distinguish from it?**
* **Are there already acceptors or other (possible future) customer** **contacts?**
* **Diagrams or illustrations may be inserted for better understanding.**

## **4. Implementation (and financial planning)**

**(max. 1 page)**

* **At what point in time should which milestones be fulfilled? (development stages, prototype, foundation, market-entry, financing phases, personnel,...)**
* **Try to present your approximate financial needs for the respective milestones.**

## **5. Opportunities and Risks – SWOT Analysis**

**(max. 1 page)**

|  |  |  |
| --- | --- | --- |
|  | Strengthen | Weaken |
| Odds | * **What options can you use to convince the market?** | * **How can weaknesses be transformed into new opportunities?** |
| Risks | * **What strengths can be used to avert** **(market) risks**? | * **How can weaknesses be compensated for in order to minimize risks?** |

## **6. Optional: Sustainability of the idea**

**(max. 1 page)**

* **How does the idea contribute to which of the 17 Sustainable Development Goals of the United Nations?**
* **For the 17 goals, see e.g. here: https://unric.org/de/17ziele/**

**Note: The length of the idea paper must not exceed 6 pages plus cover page!**

With the submission the conditions of participation are accepted!

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Place, Date Signature Team Leader / Participant