Application CBS Startup 2022

\* Required

1. Startup name \*
2. Name of contact person \*
3. E-mail address \*
4. Telephone number \*
5. What is your relation to Copenhagen Business School? \*

To qualify for the CBS Startup grant, at least one founder, with at least 12,5% ownership of the company, should be an active student or recent graduate (graduated at latest May 2021) of

Copenhagen Business School.

 [ ]  Active CBS Student(s)

 [ ]  Recent CBS Graduate(s)

 [ ]  CBS Researcher

 [ ]  Andet

# IDEA & BUSINESS MODEL

## Describe your business \*

Give us a detailed description of what you are building and what problem you are solving, in less than 250 words.

## Origin of idea - How did you come up with the idea? \*

Give us a brief introduction in to how you got to work with this particular business idea. Use max 200 words.

## Describe what you have done to validate the underlying assumptions of your business? \*

How have you been in contact with potential customers? Have you build a prototype? Have you done any tests? Have you got any feedback on your product? Use max 200 words.

# MARKET & GROWTH

## Describe the market and growth potential of your business \*

What market are you in? What is the potential of your business? Use max 200 words.

## How does your business differentiate from competing products or services on the market? \*

Who are your direct/indirect competitors? Who else is solving the same problem? Use max 200 words.

## What are the 3 main challenges to make your business a success? \*

Make a short list of the challenges that may stand in your way. Consider how you might be able to tackle the challenges proactively. Use max 200 words

# FINANCIALS

## Are you generating revenue and how? \*

If no, please describe the process ahead of you towards a revenue stream. Use max 200 words.

## Explain your business model and how it is financially sustainable in the long term? \*

Use max 200 words.

## What will you use the grant for and what impact will it have on your company? \*

Use max 200 words.

## BUDGET: Please provide us with an online accessible link to your completed budget

Please download and fill out the budget template. You can find it on the website.

# TEAM

## Does your team have the relevant competencies to implement your idea in practice?

\*

What relevant competencies do you have on your team currently and which will you need as you progress? Use max 200 words.

## Describe your team \*

1. Who is in the founding team and what are their backgrounds and compentencies? Who else is either employed or affiliated with your business? Use max 200 words.

# VIDEO

## I confirm that I have downloaded and read the "Video Guidelines" \*

[ ]  Yes

[ ]  No

## Insert the link to your Video from YouTube or Vimeo. The video should address the points from the “Video Guidelines” \*

1. Can this video be used in our social media channels and shown during the CBS Startup Award Ceremony if you make it to the finals? \*

[ ]  Yes

[ ]  No

##  Please provide us with a link to your high-resolution logos in the following formats: PNG or jpg \*

1. By submitting my application I understand and consent that CSE and CBS will store my personal information, as submitted in this application, according to CBS data protection policies and in accordance with GDPR. \*

View our Data Protection Policies at: https:[//www](http://www.cbs.dk/en/about-cbs/data-protection-cbs).c[bs.dk/en/about-cbs/data-protection-cbs](http://www.cbs.dk/en/about-cbs/data-protection-cbs) (https:[//www](http://www.cbs.dk/en/about-cbs/data-protection-cbs%29).c[bs.dk/en/about-cbs/data-protection-cbs)](http://www.cbs.dk/en/about-cbs/data-protection-cbs%29)

[ ]  I agree

## Can we contact you with other offerings by CSE, such as free services, offers, events and programs? \*

[ ]  Yes, you're most welcome [ ]  No, thank you

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