# "Helmholtz Enterprise" Application

# Spin-off Program

# Application for funding from the Initiative and Networking Fund [Impuls- und Vernetzungsfonds] within the framework of the "Helmholtz Enterprise" funding program

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| General information |

## Applicant and Helmholtz Center

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| Applicant at the Center: |  |
| Helmholtz Center: |  |
| Institute / Department: |  |
| Address: |  |
| Phone, fax: |  |
| Email, website: |  |

## Spin-off project

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| --- | --- |
| Team: |  |
| Projekt name: |  |
| Project status:*(Funding can only be provided for future projects, not for already founded companies)* | Anticipated start of project: *DD.MM.YyYYY*Anticipated end of project: *DD.MM.YYYY*Founding planned for: *DD.MM.YYYY* |
| Institute / Department: |  |
| Address: |  |
| Phone, fax: |  |
| Email: |  |

## Contact in Transfer Office at the Center

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| --- | --- |
| Contact in Transfer Office: |  |
| Address: |  |
| Phone, fax: |  |
| Email: |  |

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| Short description |
| * Describe your business idea in two to three lines for non-experts (e.g. like in a press release)
* Pay special attention to what you offer to whom.
 |
| Text |

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| Technology and application = product or service |
| * What function(s) can the technology fulfil?Max. 250 words
 |
| Text |
| * Describe a specific user and how he will use your technology and thereby improve his situation (described for non-experts)Max. 250 words
 |
| Text |
| * Which other users (one to three) need your technology (described for non-experts).Max. 250 words
 |
| Text |

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| Customers and business development |
| * Which customer groups can be derived from the users described?
* Which customers (name names) are the most relevant customers?Max. 100 words
 |
| Text |
| * What problem does a specific customer (name it) solve with your technology (How would this customer describe the experience with your product/service?)

Max. 250 Words |
| Text |
| * How do you know that this customer needs your technology?

Max. 100 Words |
| Text |
| * Which sales strategy do you use to sell your product/service to a customer?

Max. 500 Words |
| Text |

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| Action Plan |
| * What is the overall goal for the funding phase? („we will put a man on the moon by the end of the decade“ John F. Kennedy)
* What interim goals do you set for the phases in months 1-3, 4-8 and 9-14?
* For each milestone, please briefly describe how you plan to proceed in order to reach the goal.

Max. 500 Words |
| **Overall goal:** **Interim goals to reach the overall goal:**Months 1-3:* Goal: Text
	+ Procedure: Text

Months 4-8:* Goal: Text

Months 9-14:* Goal: Text
 |

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| Financial planning |
| * How much should your product/service cost to be competitive?Max. 100 Words
 |
| Text |
| * How do you justify the budgeted personnel and material costs with respect to achieving the goals in the funding phase?

Max. 500 Words |
| Text |
| * Why is it worth investing in your spin-off project?Max. 100 Words
 |
| Text |

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| Project history |
| * On which past projects/work is your application based?
* What were the key findings of the projects?Max. 250 Words
 |
| * Text project name (MM.YYYY – MM.YYYY), Text project type: Text description of project
	+ Key findings: Text
 |
| * Which development steps have you achieved (proof of concept, prototype, ...)?
* Please include images of the results if available.Max. 500 Words
 |
| Text |
| * Why is the spin-off the next right step?Max. 250 Words
 |
| Text |
| * With which third parties did you enter into contracts? Are any of those still active?
* Do these contracts have any restrictions / advantages for your spin-off project / the spin-off?Max. 100 Words
 |
| Text contractor (Text contract type, contract conclusion: MM.YYYY, if applicable end date: MM.YYYY): Text description contract and justification of restrictions/ advantages for the spin-off project |

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| Market |
| * How many potential customers are there in total?
* How many customers can you serve with your spin-off in ten years?

Max. 100 Words |
| Text |
| * What is the biggest hurdle you expect on the way to market entry?

Max. 100 Words |
| Text |
| * With which solutions / products / services does your business idea compete?
* Why is your solution better?
* Inspiration: <https://youtu.be/sfGtw2C95Ms>

Max. 500 Words |
| Text |

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| Intellectual Property |
| * How is the technology protected?
* How do you protect yourself from competition?
* Are there competing patents?Max. 300 Words
 |
| Text |
| * What is the status of the licensing agreements with the Center?
* What are the next steps?

Max. 100 Words |
| Text |

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| Team and partner |
| * Who's on the team?
* Why are you together as a team and the respective persons particularly suited to implement the business idea?

Max. 500 Words |
| Text  |
| * How long has the existing team been working together?
* What have you achieved together?

Max. 100 Words |
| Text |
| * For which tasks does the team need additional expertise?
* If so, how will you bring this expertise to the team?

Max. 250 Words |
| Text |
| * For which area do you need a partner?
* Who are your favourite partners?

Max. 250 Words |
| Text |

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| Information about funding |

* 1. **Project volume**

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| --- | --- | --- | --- |
|  | **Project costs in EUR** | **Share of funding applied for in EUR***(max. 100,000 € for months 1-8, max. 100,000 € for months 9-14)* | **Share of co-funding by the Center in EUR****(min 25%)** |
| **Total:** |  |  |  |
| **Personnel costs****Months 1-8:** |  |  |  |
| **Personnel costs****Months 9-14:** |  |  |  |
| **Material costs****Months 1-8:** |  |  |  |
| **Material costs****Months 9-14:** |  |  |  |

## Detailed cost plan

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Name | Role | TVöD-Bucket\* | Work time (in %) | Time; Person Months (PM) | Personnel costs (in EUR)\* |
| Maxi Musterfrau | Geschäftsführerin, Marketing und Vertrieb  | E 14-2 | 100 % | 06/2021-08/2022; 14 PM | 73,000 |
| Michael Schmidt | CTO, Entwicklung | E 13-2 | 80 % | 08/2021-08/2022; 12 PM | 54,400 |
| Larry Page | Techniker | E 12-2 | 100% | 06/2021-08/2022; 14 PM | 62,000 |
| Sum: |  |  |  |  | 189,400 |
| \* TVöD-Sätzen mit Arbeitgeberanteil: <http://oeffentlicher-dienst.info/tvoed/bund/>  |

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| --- | --- |
| **Description of material costs** | Estimated costs in EUR |
| Name of item |  |
|  |  |
|  |  |
| … |  |

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| **Explanation of co-funding:***How will the co-funding be provided?* | Text |

## Entrepreneurship Training

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| Selection of entrepreneurship training*Note: Participation in an accelerator program is obligatory**Please contact us in advance as early as possible* | [ ]  We independently apply to an accelerator programScope, time and estimated costs for the participation: * Name of the accelerator program: Text briefly
* Why this accelerator?: Text briefly
* Time: Text briefly
* Costs: Number

[ ]  We participate in a partner accelerator program of the Helmholtz Association (Please contact us in advance). |

## Project support

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| Selection of coach/spin-off expert for close support for six months (list remuneration under personnel costs, attach offer and CV) | [ ]  We've already found a coach:* Name:
* Profession:
* Email:
* Why did we select this coach?: Text briefly

[ ]  We have not yet found a coach (please contact us in advance as early as possible). |
| Selection Pro Bono Mentor for strategy and contacts | *Having an experienced mentor on board with a relevant industry network can greatly accelerate the spin-off project. The support intensity: 4-6 times a year a meeting or by phone and smaller adhoc requests by email. The mentors act bro bono and can potentially be active as advisory board members in the future spin-off.*[ ]  We've already found a mentor:* Name:
* Profession:
* Email:
* Why did we select this coach?: Text briefly

 [ ]  We have not yet found a mentor (please contact us in advance). |
| * *How does the Transfer Office assess the project?*
* *What has the team achieved so far?*
* *What are the team's greatest challenges?*
* *What is the potential of the project/ spin-off?*

*Max. 500 Words* |
| Text to be filled in by the Transfer Office |

## Additional funding

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| --- | --- |
| Have you applied for funding from other sources for the start-up project? *(this does ask for funding of the technology)* | [ ]  No[ ]  Yes, Name of funding program, term |

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| Signature of the applicant |

I hereby request funding from the Initiative and Networking Fund [Impuls- und Vernetzungsfonds] within the framework of the "Helmholtz Enterprise" funding program.

All the information in this application (incl. appendices if applicable) has been provided in its entirety and correctness in terms of content to the best of my knowledge.

I am aware that external third parties will be involved to assess the proposed spin-off project. I agree to the forwarding of the application and will support the evaluation to the extent necessary, in particular by answering questions addressed to me promptly and to the extent necessary for the evaluation. The Helmholtz Association will oblige the jury members to maintain confidentiality.

Place, Date Signature applicant

Place, Date Signature Head of Institute

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| Signature of Transfer Office at the Helmholtz Center |

The Transfer Office and the Center supports the application for the spin-off project within the framework of the "Helmholtz Enterprise" program. The stated co-funding is guaranteed by the Center (via the institute or the Transfer Office).

Place, Date Signature Transfer Office