Climate-KIC Acceleration Programme

RIC

Application Form Stage 1: [*Venture Name*]

**Name Venture** : **Year founded** (or not yet):

**Name Primary contact** : **Current Position**:

**Email**  : **Website** :

**Mobile number : Twitter account:**

**Amount of money** :

**Applying at** :..Emilia Romagna/Hessen/West Midlands/Valencia/Lower Silesia/ Central Hungary RIC

**Founders Dream**

*I.e. not so much a mission statement but your personal motivation. (max 20 words)*

**Team**

*Give resumes of the founders / management team (2 lines each + updated Linkedin profile). Describe current involvement of all involved.*

**Business Description**

*Briefly describe the general nature of your company. From this section the stakeholders and reviewers must be convinced of the uniqueness of the company and gain a clear idea of the market in which the company will operate.**(max 35 words)*

**Value proposition:**

*Convey to the reviewers that the solution truly fills an unmet need in the marketplace. The characteristics that set the solution apart from the competition need to be identified (competitive advantage).*

*You have to use the structure of the classical seven points of a value proposition:*

1. *FOR [the ideal customer]*
2. *WHO [has this specific pain or problem]*
3. *OUR [product name]*
4. *IS A [product category]*
5. *THAT PROVIDES [this main benefit and reason to buy]*
6. *UNLIKE [the primary alternative or competitor]*
7. *OUR PRODUCT [has this unique selling proposition]*

**Company Background**

*Provide a short summary of the company’s background. (max 100 words)*

**Technologies**

*In this section, highlight whatever aspects of your solution that may be protected by current IP or patent law. Provide evidence of how your offerings are different and will be able to develop a barrier to entry for potential competitors. Also, identify any relevant dependencies.*

*🡪 Provide independent technical validation letter ( if any).*

*🡪 Describe current IP protection: patent (if any).*

**Climate Impact**

*Describe in what way your startup has a beneficial impact on climate change adaptation and/or mitigation. This can be quantitative (i.e. 'xxx ton CO2 captured per year') or qualitative (i.e. 'much improved rain data necessary for urban water management'). (max 50 words)*

**Markets**

*This is about the chosen market niche where you want to achieve total global domination. Provide a clear description of your target market, and any market segments that may exist within that market. Include potential market size and growth rate.*

*🡪 Describe Total Addressable market*

*🡪 Describe your Segmented Addressable Market*

*🡪 Describe your Share of the Market*

**Customer and end user demand**

*Describe your customer. Describe how you are going to create end user demand.*

**Distribution Channels**

*Indicate which channels will be used to deliver your products/service to your target markets (i.e. systems integrators, independent software vendors, partner offerings, direct sales force, channel partners, etc…).*

**Competition**

*List any current or potential direct and indirect competition. Briefly describe the competitive outlook and dynamics of the relevant market in which you will operate.*

**SWOT**

*Provide a SWOT analysis*

**Revenue model and key financials**

*Describe your revenue model using the following schema and provide the following key financials:*

* cash flow 6 months forward
* projected profit year 5
* potential market size (# buyers)
* projected share of relevant market in year 5
* product life (months)
* price/product year 5
* production cost/product
* cost of customer acquisition/product

**Capital**

*Explain the origin of the capital , i.e. How much did you raise, type of money and in case of investors, the valuation principles.*

**Founders capital**

*Describe capital invested by founders.*

**Projections**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | Y 2014 | FY 2015 | FY 2016 | FY 2017 | FY 2018 |
| Revenue |  |  |  |  |  |
| Operating Income |  |  |  |  |  |
| Headcount |  |  |  |  |  |

**Total financing coming year**

*Explain your total financing need for the coming 12 months.*

**Milestone and timeline**

*What is your next milestone and when will you achieve it? A milestone is defined as a result that significantly decreases the risk/increases the valuation of your startup.*

**Milestone and financial planning**

*Demonstrate that you have enough time left to achieve your next milestone. A 20k grant from Climate-KIC is defined as financing.*

**Statement: type your initials in the box**

|  |  |
| --- | --- |
|  | *The information here provided is complete, relevant, truthful and accurate. I understand that in case a grant is awarded any misrepresentation may lead Climate KIC to seek refund.* |

**More information and submission** [**http://klimainnovacio.hu/hu/program/start-up-akcelerator-program**](http://klimainnovacio.hu/hu/program/start-up-akcelerator-program) **or please contact: Csaba Miskolczy csaba@myco.hu**