**Do Good Robotics Start-up Competition (DGRSC) @ DGRS’19**

**Application Form**

*Please complete all fields in the form below and email to* ***<dgrs2019sc@gmail.com>****.   
The document must be no longer than* ***two pages****.*

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| **Project/Organization/Company (name, if applicable)** |  | Date founded: |  |
| Address(Street, City, ZIP)Tel.Skype |  | **Contact person:**  **E-mail**  **URL** |  |
| Founding Team(Name/s and Function) |  | | |
| Idea (< 100 words) | | | |
| *Describe your idea in a short and concise manner such that it can be understood in layman terms. What problem are you looking to solve? What is your solution?* | | | |
| Product & customer benefit (<150 words) | | | |
| *Describe your product/service. Explain the most important customer benefit/added value for the customer and society/the environment.* | | | |
| Business Model (<150 words) | | | |
| *Explain how you anticipate making money with this idea.* | | | |
| Competitive advantage (<150 words) | | | |
| *Explain the competitive advantage of your product/business idea (developed technologies, know-how, special market access) and how you plan to secure this advantage (patents, etc.).* | | | |
| Market analysis (customers, competitors, partners & market volume ...) (<150 words) | | | |
| *Describe your relevant market (total market – regional vs. national vs. global market and specific target customers). Explain the competitive situation (actual and future competitors who may enter the market quickly, competing solutions, which offer a similar benefit to the customers).* | | | |
| Go-to-market (<150 words) | | | |
| *Explain how you will take your solution to your target market. Describe the general conditions, which may influence the implementation of your business idea (norms and standards, legal conditions, certification etc.).* | | | |
| Management & team (background / experience in bullet points, shares) | | | |
| *Describe your team and the roles of the team members. Explain which experience they have with respect to the implementation of your business model (detailed market knowledge, customer relations, technical expertise, etc.). Include links to LinkedIn profile, if available.* | | | |
| Traction and status of your endeavor (<150 words) | | | |
| *How far along are you with the implementation of your idea? Briefly describe the state of your project and list all milestones and major achievements.* | | | |
| Potential impact: Describe the envisioned impact and how it will benefit humanity and foster societal benefit (<200 words) | | | |
|  | | | |
| ***Optional* Financial Projections & Uses of Cash** | | | |
| *Show any actual P&L if you have sales and projections for next 3 years. Describe your needs for cash and how you will use it.* | | | |