|  |  |  |  |
| --- | --- | --- | --- |
| **Company (Name)** |  | Date of incorporation / legal form(if already incorporated) |  |
| Address (street, postcode, city)Phone |  | **Contact person (first name, last name)****E-mail****Internet** |  |
| Entrepreneurial team(name/s or no./function) |  |
| Industry |  |
| Purpose of the companyWhat is the purpose of the enterprise? |  |
| Business concept in one sentenceShort, precise and understandable presentation of the business concept, even for people outside the industry. How does your business concept make money? |
|  |
| Product & customer benefitFirst describe your product / service and present the most important customer benefits (added value for the customer). |
|  |
| Unique selling points (technology, patents)Explain what sets you apart from the competition (e.g. the technologies you have developed, your know-how, a patent, special market access, etc.). |
|  |
| Market information (customers, partners, competitors & market volume ...) as far as knownDescribe your relevant market (e.g. regional market, target industry, who are your customers? buying behaviour, etc.). Explain the competitive situation (e.g. current competitors, competitors that could enter the market in the short term, other products/services that offer the customer the same/similar benefits, etc.). Further describe the framework conditions that are relevant for the realisation of your project (e.g. norms and standards, legal framework conditions, licensing requirements, etc.). |
| TAM: SAM: SOM: Target/periodPOM (Projected Occurring Market, Blue Ocean):Competing products: |
| Open questions (mandatory field) Dimensions -> Desirability, Feasibility, Viability to be clarified by the POC Investment.Outline which fundamental questions still need to be clarified that exceed your own financial possibilities and should therefore be financed:Desirability- market need: (verification of need, ...)Feasibility: (technical feasibility, security aspects, UX/Usability, required certifications, legal issues...)Viability - Competitiveness: (market competitors and their strategies, price points to hit, alternative products ...) |
| D -F -V - |
| Management & Team (background / experience in keywords, company shares)Describe your team and, if applicable, the functions of the team members and explain what experience you have with regard to the implementation of your business model (special industry experience, customer contacts, technology, know-how carriers, etc.). |
|   |
| Successes / StatusWhere do you currently stand? What steps have you taken so far to realise your project? Briefly describe your current status and name your successes (are there already customers, sales, suppliers, partners, MOU's, etc.?). |
|  |
| POC financing concept: source and application of funds (investments)How much capital do you need to **validate** your project in its planned form? How is this to be financed (e.g. partial or full financing from loans, equity investments, etc.). Briefly describe how and for what you intend to deploy / use this capital, with the aim of sufficiently validating the value creation mechanics so that a subsequent Seed A round is justified.  |
| POC Middle originFounder:Investors: Public funding:POC Use of fundsDesirability: €Feasibility: €Viability: € |
| **Expected value increases (enterprise value, regular returns, ...):** |
| **Objective/subjective, quantitative/qualitative arguments for the expected increase in value of the investment object in the event of a successful POC** |
|  |
| **Is an EXIT of the BA capital envisaged in the foreseeable future (< 5 years)? (timing, mechanics, reason)****If so, have you thought about the "Annualised Return on Invest"?**[(Exit Value/BA Capital) / (1/ Number of Years\*)]\*Number of Years = (End Date - Start Date)/.365 |
| Time:AROI:  |
| **Please fill in at least all green fields:** |
| Financial data | **2024** | **2025** | **2026** | **2027** | **2028** |
| Turnover [€] |  |  |  |  |  |
| EBIT [€] |  |  |  |  |  |
| Employees (number) |  |  |  |  |  |
| Capital requirement [€] |  |   |  |  |  |
| Thereof desired**Business Angel Capital [€]** |  |  |  |  |  |