IDEA PAPER

KWF Product »vor.GRÜNDEN« 2025

Name of the Start-up Project

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| Klicken oder tippen Sie hier, um Text einzugeben. |

Name of Prospective Founder #1

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| Klicken oder tippen Sie hier, um Text einzugeben. |

Name of Prospective Founder #2

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| Klicken oder tippen Sie hier, um Text einzugeben. |

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The idea paper, with a length of 3 to 6 A4 pages excluding the cover page, must achieve a high qualitative standard in its description (e.g. no repetitions). It should be developed based on the thematic areas listed in the document. Diagrams or tables for visualization may be added. The grey fields must be completed.

# General Information

Planned Project Start Date:

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| Klicken oder tippen Sie hier, um Text einzugeben. |

Submitting Institution:

[ ]  University of Klagenfurt

[ ]  Carinthia University of Applied Sciences

[ ]  Lakeside Labs

[ ]  Silicon Austria Labs

[ ]  W3C Competence Centre for Wood

[ ]  Joanneum Research

[ ]  Fraunhofer Austria

[ ]  Other: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

# Executive Summary

Please give a brief and generally understandable description of the start-up project:

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# Business Idea

## Founding History

Describe the originator(s) of the business idea and any existing intellectual property rights; connection to previous projects; integration of the business idea within a university, university of applied sciences, or non-university research institution:

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## Expertise

Write a brief introduction of the planned founding team and distribution of roles among team members; importance of the know-how acquired at the university, university of applied sciences, or research institution; any existing business or entrepreneurial experience or education; involvement of further scientific partners, etc.:

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## Innovation

Describe the technological or product innovation, or the knowledge-based innovative service:

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## Project Planning

Give a project-related work plan for the project duration:

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## Contribution to Sustainability

To what extent are sustainability aspects (e.g. circular economy, reduction of greenhouse gas emissions, etc.) part of the project? Does the start-up project contribute positively to the United Nations’ Sustainable Development Goals (SDGs)?[[1]](#footnote-1)

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| Klicken oder tippen Sie hier, um Text einzugeben. |

# Market and Competitive Situation

## Market Situation

Please state the following: data on market volume, market segments, forecasted market growth and market potential:

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| Klicken oder tippen Sie hier, um Text einzugeben. |

## Unique Selling Proposition (USP) and Customer Value

Describe the USP and customer value of the product or service in comparison to competitors with similar offerings. Please give an explanation of how the product or service benefits customers:

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## Competitors

List the key competitors and differentiation from their offerings:

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## Market Entry

Please state the following: information on target groups and potential customers, possible market entry barriers, planned marketing and sales measures and strategic partnerships for market entry:

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## Cooperation and Collaboration

Outline the lasting impact of the start-up project on the Carinthia region. Are collaborations or partnerships with Carinthian companies or research and educational institutions planned? Are there plans for supra-regional cooperation? If so, please describe:

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# Business Planning

## Financial Planning

Describe the financial planning for the first two years post-founding, with explanations:

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## Company Organization

What is the planned legal form and organizational structure or organizational chart of the intended company? Where will the company be located?

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1. zu den SDG vgl.: https://www.sdgwatch.at/de/ueber-sdgs/ [↑](#footnote-ref-1)