

## Application for the KickStart Scholarship

### INFORMATION ABOUT THE APPLICANT

**Note:** The application is submitted by a representative of the team, but the eligibility criteria apply to the entire team.

#### Information about the applicant

Name, first name

Name at birth

Address (street, house number, postal code, city)

E-mail address

Date of birth

Course of study, semester (during the scholarship period)

Enrollment certificate of all team members → please attach by e-mail

Photo of the applicant / the team (e.g. for the website) → please attach by e-mail

#### Information about the idea

Name of the idea / team

Prototype image/logo of the start-up (if available) please attach via email

Identified problem

Short, concise description of the business idea and business model, if applicable

## Selection criteria for the KickStart Scholarship

The GründES! jury will decide on the selection based on the following criteria. The number of supports per year is determined on the basis of the available GründES! scholarships. The maximum number of characters available (without spaces) will be displayed in the field:

- 1) *Motivation or reason for applying (max. 500 characters):*  
What do you / you want to use the KickStart scholarship for?  
What is your / your personal motivation for the funding?
  
- 2) *Personality & Team (max. 500 characters):*  
What distinguishes you / your team?  
What competencies do you / you have (course of study, experience) to successfully implement the idea?  
To what extent can you / the team shape the topic of entrepreneurship at Esslingen University?
  
- 3) *Level of innovation & unique selling proposition (max. 500 characters):*  
How innovative is the idea?  
How does your idea differ from similar ideas that are already on the market?
  
- 4) *Feasibility (max. 500 characters):*  
Is the project technically and organizationally feasible (within half a year)? Where are potential barriers?

- 5) *Benefits for people, technology, environment (max. 500 characters):*  
To what extent does your idea create benefits for society and the environment (social, ecological)?
- 6) *Market potential (max. 500 characters):*  
Where do you / would you like to be with your / your idea in five years?
- 7) *Amount and duration of financial resources required (max. 500 characters):*  
How much money is expected to be needed over what period of time?

## Exclusion criteria

Hereby certify that....

I I and, in the case of a team, all team members are members of the Esslingen University during the term of the KickStart scholarship.

I I and, in the case of a team, all team members have not yet founded with the idea and will not found during the scholarship period.

I proactively inform my coach as soon as the criteria no longer apply.

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Place, Date

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Signature of applicant(s)