



# #kickstart

### **Aim of the program**

The Kickstart funding program is intended to promote innovations and start-ups at Hof University of Applied Sciences. Innovative inventions or ideas with development potential are awarded and funded.

### **What is funded?**

The Kickstart program is designed to support students and members of the university in the development of (start-up) ideas and to create appropriate conditions so that well-founded analyses can be carried out, advice can be obtained and necessary (technical) equipment can be made available. The aim is to develop ideas into an initial prototype. The funding includes consulting and in-kind services worth up to €7,500 per applicant/team. The funds are awarded according to actual need and can only be used for specific purposes for materials (e.g. materials or procurement of special parts, special equipment) or consulting services (e.g. market research, feasibility study, special consulting services such as legal advice, tax advice, etc.). The funds are to be drawn down within a period of six months after the funding commitment. It is not possible to pay out the amount of money. In addition to financial support, the winners can expect an individual consulting program on the way to a possible start-up as well as access to the services of the StartUpLab and the Einstein1 start-up center on the campus of Hof University of Applied Sciences.

### **What is not eligible for funding?**

In general, funds to cover the living expenses of the applicants or expenses for personnel are not eligible for funding. Also not eligible are expenses for material or consulting services that are already available to all members of the university as general and freely accessible infrastructure. Existing resources should be prioritized if possible (e.g. computer labs, tech rooms, MakerSpace, labs, free consulting services at the Einstein1 incubator, etc.). Please feel free to contact us in advance for individual inquiries.

### **Conditions of participation: Who is eligible for funding?**

The support program is aimed at all members of Hof University of Applied Sciences (students, administrative staff, professors, lecturers, laboratory staff). Individuals or teams may apply. All applicants must have a legal relationship with Hof University of Applied Sciences. The funding refers explicitly to the pre-founding phase of the potential founders. The foundation should not have taken place yet.

## **Application**

The application is made by sending the completed application form including the list of the required financial means and the attachment 1 for each team member to [kickstart@hof-university.de](mailto:kickstart@hof-university.de).

As soon as all information is complete, a pitch in front of the Kickstart jury will follow. This can take place in presence or online - depending on the current situation. The date will be arranged individually.

## **Notes on the pitch**

Time: approx. 10 minutes

The following points should be considered in the pitch:

- Introduce yourself as a person / team and describe your motivation for your idea (motivation & team composition).
- Describe your product / service (functionality & innovation content)
- What problem does it solve / what customer need is satisfied? (Customer Need & Market Potential)
- What is the USP?
- What will the requested funds be used for? (Plausibility)

## **Evaluation**

The evaluation of the submitted concepts is done by an independent jury consisting of representatives of Hof University of Applied Sciences.

Decisive criteria for the evaluation are innovation content & USP, feasibility, market opportunities, motivation & team composition as well as the plausibility of the planned expenditure within the framework of the funding program.

## **Tips for applicants**

- Start developing the idea early and get feedback from outside (friends, colleagues, professors)
- Concentrate on ONE idea
- Contact us at any time if you have questions - we will be happy to help you
- Keep it short and simple
- Rehearse your pitch in advance and get ideas if needed, for example on the blog of the digital incubator [www.einstein1.net](http://www.einstein1.net)

## **Application period:**

Applications can be submitted at any time.

If you have any questions, we are very happy to help.

Contact person:

Jörg Raithel [joerg.raithel.2@hof-university.de](mailto:joerg.raithel.2@hof-university.de)

Isabelle Völkel [isabelle.voelkel@hof-university.de](mailto:isabelle.voelkel@hof-university.de)

# Application for #kickstart

**Team name:**

**Name of the team members:**


Please fill in for each team member *attachment team member*.

**Description of the idea in maximum 1000 signs.**

Brief explanation of the idea. The following questions should be answered:

What idea is to be tested?

What innovation or benefit does the idea bring?

What work is necessary?

**What is the unique selling point of the idea?**

**Potential market and target group of the idea?**

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**List of required financial resources including use**

Please summarize in a maximum of 10 categories.

Example category: electronic components, optical components, 3D printing material, wood building material, consulting service with designated body, ...

	<b>Category</b>	<b>Amount (gross) in €</b>
1		
2		
3		
4		
5		
6		
7		
8		
9		
10		
	<b>SUMME (1-10):</b>	

**Has the idea already been tested or has a business been registered for this idea?**

YES - the idea has already been tested or a business has been registered

NO

## Team member #kickstart

**Team name:**

**Name of the team member:**

**current status to the university:**

Student

Course of study / semester

Alumni

Employee

Professor\*in

other

**E-Mail:**

**Phone number:**

**Address:**