**[Name of your business]**

Describer your business idea as good as possible.

1. **A few facts about you and your team**

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| --- | --- | --- | --- |
| Name: |  | Mobile no.: |  |
| Address: |  | E-mail: |  |
| SIP code: |  | City: |  |
| Team members: |  |  |  |

1. **What is your business idea? Moreover, what is your motivation?**

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| *What is the business idea? Why is it important to you? Have you discovered an unmet need? Have you identified a pain that your idea can solve?* |

1. **How will your idea create value to your customers?**

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| *What is the value proposition for your customers? Why would your customers demand your solution?* |

1. **Who are your customers?**

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| *Who are your focus customers?* |

1. **Who are your competitors – and what makes your idea unique?**

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| *What makes your idea unique compared to your competitors? Why should the customers choose to buy your product/service? you?* |

1. **How will you make your business idea a success? How will you make money?**

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| *What steps will you take to make your idea real and make it a success? How should the costumers pay?* |

1. **How does your idea create growth in the Sønderborg area?**

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| *New work places? Improved earnings? More tourists? Improved image?* |

Requirements to be met for participation:
• You are an individual, a team, inventor, entrepreneur or a small business with <10 employees <5 years
• Your company must not be majority owned by a larger company

• You and your company must have a residence / address in Sønderborg

• You describe your business idea in as much detail as possible on the registration sheet

• You send the description to tilmeldingsvr@sonderborg.dk no later than 29 rd October 2021 at 12:00.