Requirements for participating:

* You are an individual/entrepreneur, a team or small company below 10 employees and less than 3 year since establishment.
* The company cannot be majority-owned by a larger cooperation.
* You (in case you have not established a company yet) and/or your company need to have address within Sonderborg municipality.
* Elaborate on your business idea in this template.

***The description is to be submitted in pdf-format through our registration portal [link] no later than October 28 2022 at 12:00 a.m.***

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Description of your business idea:

*- Elaborate on your business idea as much as possible.*

1. ***The idea and you team***

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| ***Name of company, team or idea:***  | *The name will be used as reference for the business idea.* |
| ***Submitted by:*** | *First and last name (contact person))* | **Mobile no.:** |  |
| ***Address:***  |  | **E-mail:** |  |
| ***Postal code and town:*** |  | *If applicable,* ***company name and reg.-no.****:* |  |
| ***Background of idea:***  | *How did the idea origin?*  |
| ***The team:*** | *Name of team members and your core competencies for executing of the business idea.*  |

1. ***What is your business idea and your motivation?***

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| *Elaborate on the business idea: Have you recognized an unmet need? Have you identified a ‘problem’ that you can solve in a new way or smarter? Why are you passionate about this idea?* |
| *How is sustainability and/or green transition integrated in your business idea?*  |

1. ***How does your business idea create value for your customers?***

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| *Which added value does your idea offer your potential customers? Is there a need for your idea? Why do customers demand your idea?* |

1. ***Who are your customers?***

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| *Describe you customers: Which customers are your main focus and why? How are you going to reach your customers?*  |

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

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| *Describe your competitors: Which alternative solutions are available? What makes your idea unique compared to your competitors? Which benefits do your customers gain and why should they choose your solution?* |

1. ***How will you turn your idea into a successful business?***

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| *How are you going to execute your idea? What are your plans for developing it to a strong business?* |

1. ***How are you going to make a profit on your idea?***

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| *Have you considered a business model? How are going to price your solution? What is your cost structure?*  |

1. ***How will your idea create growth in the area if Sonderborg?***

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| *New jobs? Better earnings? More tourists? Improved image? Or?*  |