Requirements to be able to participate in the entrepreneurship competition:

1. You are either a private individual, a team, inventor, entrepreneur, or a small company with fewer than 10 employees and less than 3 years since establishment.
2. Your company must not be majority-owned by a larger company
3. You (if the company is not established yet) and/or your company must have a residence/address in Sønderborg municipality.
4. Detailed description of your business idea in this template.

***The description must be submitted as a pdf via our registration portal [***[***link to registration***](https://events.bizsonderborg.dk/tilmelding/66a8b3c755c61a00350ab5f3)***] no later than 23rd of October 2025 at 12:00 noon***

*\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_*

Description of your business idea:

*- Describe your business idea in as much detail as possible.*

|  |  |
| --- | --- |
| 1. **A little about your idea and your team** | |
| **Name of company, team or idea:**  *The name will be used as a reference for the business idea* | |
| Click or tap here to enter text. | |
| **Submitted by:** *First name and last name (contact person)* | **Mobile:** |
| Click or tap here to enter text. | Click or tap here to enter text. |
| **Address:** | **E-mail** |
| Klik eller tryk her for at skrive tekst. | Click or tap here to enter text. |
| **Postal code and city:** | **Company name and CVR number, if applicable:** |
| Click or tap here to enter text. | Click or tap here to enter text. |
| **Background for idea:** *How did the idea come about?* | |
| Click or tap here to enter text. | |
| **Team:** *Names of the team members and your core competencies in relation to the realization of the idea* | |
| Click or tap here to enter text. | |

|  |
| --- |
| 1. **What is your business idea and your motivation?** |
| *Elaborate on your business idea: Have you seen an unmet need? Have you identified a "problem" that you can solve better or smarter with your idea? Why are you passionate about your idea?* |
| Click or tap here to enter text. |
| **How do elements such as sustainability and green transition fit into the idea?** |
| Click or tap here to enter text. |

|  |
| --- |
| 1. **How does your business idea provide value to your customers?** |
| *What "added value" does your idea bring to your customers? Why do customers demand your idea? Do customers need your idea?* |
| Click or tap here to enter text. |

|  |
| --- |
| 1. **Who are your customers?** |
| *Describe your customers: Which customers do you want to focus on and why? How will you reach your customers?* |
| Click or tap here to enter text. |

|  |
| --- |
| 1. **Who are your competitors – and what is unique about your idea?** |
| *Describe your competitors: What alternative solutions are there? What makes your idea unique compared to your competitors? What benefits do customers get and why should they choose to do business with you?* |
| Click or tap here to enter text. |

|  |
| --- |
| 1. **How will you turn your idea into a good business?** |
| *How will you realize your idea? What are your plans to develop it into good business?* |
| Click or tap here to enter text. |

|  |
| --- |
| 1. **How will you monetize your idea?** |
| *Have you considered a business model? How is your solution priced? What are your main costs?* |
| Click or tap here to enter text. |

|  |
| --- |
| 1. **How will your idea create value in the Sønderborg area??** |
| *New jobs? Better earnings? More tourists? Image and visibility?* |
| Click or tap here to enter text. |