



**What is your motivation for starting a business?** (max. 300 characters)

**Do you want to implement your founding project alone or as part of a team? If as part of a team, do you already have team members?**

**What is the title of your idea?** (max. 150 characters)

**General description of the idea – give a brief profile** (max. 2000 characters)

- What is the essence of your idea? What makes the idea stand out?
- What is new about your idea or makes it unique?

**Describe the main benefits of your idea** (max. 2000 characters)

- What problem does your idea solve? Describe the benefits (e.g., money and time savings, environmental friendliness, etc.).
- Who needs your product/service? What does the potential target group look like? Who are your customers?
- What is the specific advantage of your idea over alternative products on the market? What is your unique selling point?

**Market Analysis** (max. 2000 characters)

- Have you already analyzed the market?
- What does the market look like? What is your assessment of growth opportunities, potential, or limitations in the market?
- Who are your competitors?

**Does your project contribute to achieving the Sustainable Development Goals of the 2030 UN Agenda** (max. 1500 characters)

About the Sustainable Development Goals of the 2030 UN Agenda you can find more here:

<https://www.bmz.de/de/agenda-2030>?

- Please list which goals are covered.

**Feasibility of your idea** (max. 2000 characters)

- How do you assess the opportunities and risks of implementing your idea?
- What next steps (technical, legal, etc.) can you already envisage for your planning?
- What do you think you need to implement your idea (e.g., resources such as colleagues, qualifications, money, equipment, contacts, etc.)?
- Have you already started implementing your idea?

**Your skills (Team Skills)** (max. 500 characters)

- What skills/qualifications do you or your team members already bring to the project?
- If you already have team members, what skills do they cover?

Thank you for your application!

Your data will be treated confidentially and used only for the purposes of your start-up project.

Please send the PDF to [bendixa@uni-marburg.de](mailto:bendixa@uni-marburg.de).

Thank you very much—we will contact you shortly.

Best regards,

Your

MAFEX Female Entrepreneurship Support