

## Guidelines for the formulation of an idea sketch

Idea competition: UNI IDEEN MARBURG

### What it's all about

The idea sketch is used to describe your idea to the jury members as concise as possible. Especially the conclusiveness of the concept and the uniqueness of your idea should be pointed out. Additional features will also influence the valuation. These include particularly the benefit resulting from your idea, the market situation analysis and the feasibility of your idea.

Please follow the structure below, which should serve as support, and make sure to fulfil the formal requirements.

#### I. General description/Short presentation

- What is the core of your idea, what makes it outstanding?
- What is new/unique about your idea?
- Are there any first implementations, what is their current status?

#### II. Description of the benefit

- Which problem will be solved through your idea?
- Who needs your product/your service?
- What does the potential target group look like, who are the costumers?
- How exactly is the benefit defined (e.g. reduction in time or financial resources, environmental friendliness, etc.)?
- What is the particular advantage of your idea compared to the alternative offers on the market, what is your unique selling proposition?

#### III. Market/Competition

- What does the market look like, how do you assess growth opportunities, potentials and limitations of the market?
- Who are your rivals/competitors?
- How do you evaluate the market situation concerning your idea?

#### IV. Feasibility of the idea/project and own competences

- How do you estimate the chances and risks related to the realization of your idea?
- Which next steps (e.g. technical, legal, etc.) are important for your further planning and what is expected to be needed for the implementation of your idea (e.g. resources such as funds, employees, production facilities, contacts, etc.)?
- Do you already have a suggestion for the financing of your project?
- Are there already any potential cooperation partners or supporters?
- What competences do you bring along (e.g. economic, technical, etc.), which ones are the main focus/core competences?
- What qualifications/experiences do you have, in which way are they helpful/necessary for the further development process of the project?

### Formal requirements

- ✓ **Three** DIN A4 pages of pure text plus a maximum of two pages appendix for graphics, pictures and/or sketches
- ✓ Font Calibri/Size 12
- ✓ Single line spacing / page margins (side, top and bottom) at least 2.5 cm
- ✓ Submission in PDF format

### Contact

For questions or support please contact:

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