GATEWAY49 Accelerator
Proposal Batch 6

Team name	

Abbreviation (max. 8 characters)	

Website (if available)	

Describe your startup in one sentence	

Thematic cluster	

If none of the topic clusters fits directly or it is cross-topic, please select the one that is most closely related to your project. If it cannot be assigned at all, select the topic cluster "Other".

Is there a reference to aviation / aerospace?	

Are you applying as an Early or Later Stage Team? *	

* The classification as Early or Later Stage Team determines in particular which financial support you can receive through GATEWAY49. In general, early stage teams are at a very early stage of development, i.e. in the product development or market entry phase, while later stage teams are already more advanced, i.e. have a functioning product or an established customer base and are focusing on growth and scaling. Other factors such as revenue already generated (see Section 2) and funding raised (see Section 8.2) are also included in the classification. Please assign yourself at this point. The evaluation by the expert jury may lead to a change in the assignment. In this case the GATEWAY49 team will contact you.

1   Summary

Please provide a meaningful description of your start-up idea. This summary is also intended for publication, e.g. on the website of the program.

Available characters: 1500 (with spaces)

By applying to the Accelerator Program GATEWAY49, you agree to the publication of the summary and a link through the websites, social media channels and print media of the Technikzentrum Lübeck/GATEWAY49.

PLEASE NOTE: Before you apply for the program we would like to point out that the content during the program, i.e. the workshops, seminars and most events will be held in German.

2 General information

Since when has the team been working on the start-up project? (MM.YYYY)	
Has a company already been established? (Yes/No)	
If not, the foundation is planned for (MM.YYYY)	

If yes:

Name company	
Corporate form	
Tax No.	
Date of incorporation (DD.MM.YYYY)	
Adress	
Postcode, city	
Country	
Entitled to deduct input tax?	
Names of the shareholders	
Do you already have an annual financial statement?	
Sales in EUR (last completed financial year)	
Do you already have holdings in the company? Please name all investors incl. shares and investment sums as well as silent partnerships.	

3 Team members

Team member 1 (contact)	
Title	
First name*	
Last name*	
Date of birth*	
Gender*	
Citizenship*	
Kind of residence permit**	
Street + No.*	
Postcode*	
City*	
Country*	
E-Mail*	
Phone number*	

Team member 4	
Title	
First name*	
Last name*	
Date of birth*	
Gender*	
Citizenship*	
Kind of residence permit**	
Street + No.*	
Postcode*	
City*	
Country*	
E-Mail*	
Phone number*	

Team member 2	
Title	
First name*	
Last name*	
Date of birth*	
Gender*	
Citizenship*	
Kind of residence permit**	
Street + No.*	
Postcode*	
City*	
Country*	
E-Mail*	
Phone number*	

Team member 5	
Title	
First name*	
Last name*	
Date of birth*	
Gender*	
Citizenship*	
Kind of residence permit**	
Street + No.*	
Postcode*	
City*	
Country*	
E-Mail*	
Phone number*	

Team member 3	
Title	
First name*	
Last name*	
Date of birth*	
Gender*	
Citizenship*	
Kind of residence permit**	
Street + No.*	
Postcode*	
City*	
Country*	
E-Mail*	
Phone number*	

Team member 6	
Title	
First name*	
Last name*	
Date of birth*	
Gender*	
Citizenship*	
Kind of residence permit**	
Street + No.*	
Postcode*	
City*	
Country*	
E-Mail*	
Phone number*	

Fields with (*) are required. With (**) for
non-EU citizens.
If more than six team members are actively
involved, please send a message to
info@gateway49.com.

4   Business model

4.1   Concept [max. 2000 characters - with spaces]

Describe and explain the business model. Define the product or service. What problem do you want to solve and what customer benefit does your product or service offer?

4.2   USP – Competitive advantage [max. 2000 characters - with spaces]

Please describe - if available - the competing solutions / products. How does your service / product differ from the existing solutions? Why is your service / product better? What is the unique selling proposition / USP of your product or service compared to competitors with a similar portfolio?

4.3 Implementation of the business idea [max. 2000 characters - with spaces]

What is the current status of implementation (prototype or MVP, if applicable)? Describes the specific milestones and activities that are planned next.

4.4 Financial planning [max. 2000 characters - with spaces]

Please create - as far as possible - a short number-based list with (a) the revenues, ideally linked to the target groups / product segments (revenue planning) and (b) the costs that are indispensable to keep your value proposition to the customers (cost planning). Please enter - if available - the sum of planned expenses and revenues for the next three years in the table. When will you reach break-even? Do you need additional financing or do you want to bootstrap? Explains the underlying assumptions of the numerical summary.

Jahr	2024	2025	2026
Revenues	€	€	€
Expenses	€	€	€
Balance	€	€	€

5 Market

5.1 Target group(s) [max. 1500 characters - with spaces]

Describe your potential users and / or customers. Who is willing to pay for your product or service, why and how much? How will you address and win over your users and / or customers? Please quantify how many users / customers should test your product / service during the development and optimization phase.

5.2 Market size [max. 1500 characters - with spaces]

Which markets would you like to address with your product or service? Quantify the markets' size, i.e. how big is the total sales potential? Which markets would you like to target first and which should follow?

5.3 Market position [max. 1500 characters - with spaces]

What position should your product or service occupy in relation to the competitors in the target markets? If available, describe the market position of the competitors (e.g. organizations / companies).

6 Impact [max. 1500 characters - with spaces]

Which of the European Commission's Sustainable Development Goals* does your product/service impact?
Please explain your information in the comment field.

Goal 1: No poverty Shared prosperity, a basic standard of living and social protection benefits for people everywhere, including the poorest and most vulnerable	☐
Goal 2: Zero hunger Access to safe, nutritious and sufficient food, e.g. by promoting sustainable food production systems, as well as increased investment in rural infrastructure and agricultural research and development	☐
Goal 3: Good health and well-being Improving reproductive, maternal and child health; ending epidemics of major communicable diseases; reducing non-communicable and mental diseases; reducing behavioural and environmental health-risk factors	☐
Goal 4: Quality education Access to equitable and quality education through all stages of life; increase the number of young people and adults having relevant skills for employment, decent jobs and entrepreneurship	☐
Goal 5: Gender equality Ending all forms of discrimination, violence and any harmful practices against women and girls in the public and private spheres; full participation of women and equal opportunities for leadership at all levels of political and economic decision-making	☐
Goal 6: Clean water and sanitation Universal access to safe and affordable drinking water, sanitation and hygiene, and ending open defecation; improve water quality and water-use efficiency and to encourage sustainable abstractions and supply of freshwater	☐
Goal 7: Affordable and clean energy Universal access to modern energy services, improving energy efficiency and increasing the share of renewable energy; accelerate the transition to an affordable, reliable and sustainable energy system that fulfils these demands; facilitate access to clean energy research and technology and promote investment in resource- and energy-efficient solutions and low-carbon energy infrastructure	☐

[1] For more information on the 17 goals, please visit the information pages of the European Commission: https://ec.europa.eu/eurostat/cache/digpub/sdgs/

Goal 8: Decent work and economic growth Creation of well-paid quality jobs, as well as resource efficiency in consumption and production; opportunities for full employment and decent work for all alongside the eradication of forced labour, human trafficking and child labour, and the promotion of labour rights and safe and secure working environments	☐
Goal 9: Industry, innovation and infrastructure Building resilient and sustainable infrastructure and promoting inclusive and sustainable industrialisation.	☐
Goal 10: Reduced inequalities Reduce inequalities in income as well as those based on age, sex, disability, race, ethnicity, origin, religion or economic or other status within a country; adressing inequalities among countries, including those related to representation, and calls for the facilitation of orderly and safe migration and mobility of people.	☐
Goal 11: Sustainable cities and communities - Renew and plan cities and other human settlements in a way that offers opportunities for all, with access to basic services, energy, housing, transportation and green public spaces, while reducing resource use and environmental impact	☐
Goal 12: Responsible consumption and production Envisions sustainable production and consumption based on advanced technological capacity, resource efficiency and reduced global waste; calls on researchers, businesses and policy to develop sustainable production methods and promotes responsible consumption among consumers.	☐
Goal 13: Climate action Strengthen countries' resilience and adaptive capacity to climate-related hazards and the resulting natural disasters with a special focus on supporting least-developed countries	☐
Goal 14: Life below water Reduction of marine pollution and the impacts of ocean acidification, the ending of overfishing and the conservation of marine and coastal areas and ecosystems	☐
Goal 15: Life on land Protect, restore and promote the conservation and sustainable use of terrestrial, inland-water and mountain ecosystems; incl. efforts to sustainably manage forests and halt deforestation, combat desertification, restore degraded land and soil, halt biodiversity loss and protect threatened species	☐
Goal 16: Peace, justice and strong institutions Peaceful and inclusive societies based on respect for human rights, protection of the most vulnerable, the rule of law and good governance at all levels; envisions transparent, effective and accountable institutions	☐
Goal 17: Partnership for the goals - Importance of global macroeconomic stability and the need to mobilise financial resources for developing countries from international sources, as well as through strengthened domestic capacities for revenue collection; importance of trade for developing countries and equitable rules for governing international trade; emphasises the importance of access to science, technology and innovation	☐

7 Team

7.1 Expertise of the team (As-Is) [max. 2000 characters - with spaces]

Please briefly introduce your founding team by listing the skills and expertise of the team members relevant to the project. Mention the respective function in the founding team.

7.2 Future team (To-Be) [max. 2500 characters - with spaces]

What skills do you lack both for the implementation of the idea and later in the initial set-up phase? What will your future team look like and who will take on which tasks and areas of responsibility? In addition, describe for all existing team members how much time you will spend working on the project during the program or what other occupations you will be pursuing, e.g. training/studies, part-time job, etc.

8 Your participation in the accelerator program GATEWAY49

8.1 Motivation to participate [max. 1000 characters - with spaces]

describe your motivation for participating in the accelerator program GATEWAY49. Please make a reference to the location Schleswig-Holstein. How does your team plan to be on site during the 9 months and to establish itself with the business idea? Optional: *In addition* to this text, you can also submit a short video with your application. In this video, you should briefly introduce yourself and describe why you would like to participate in the program. The video should not be longer than *one minute* and can also be recorded very simply, e.g. with a smartphone.

8.2 Additional funding measures and funds

Has your team already received support from other innovation-promoting measures (e.g. an accelerator program, start-up grant, investors)? Non-monetary subsidies are also of interest.

Name of program	Period	Funding source	Amount in € (if applicable)	Status*
Example: Gründerstipendium SH	*1.1.2020 bis 30.9.2020*	*Land SH /WTSH*	*31.500 €*	*L*

* Status: R = requested, A = approved, O = ongoing C= completed

8.3 Budget plan for Early Stage Teams

For Early Stage Teams the maximum funding from the GATEWAY49 accelerator program is €30,000. These teams will receive monthly partial payments based on actual expense receipts. In the following table, plan the payouts for the 9-month participation in the Accelerator Program. The monthly payout amounts should be distributed as evenly as possible over the 9 months. However, deviations of +/- 20% per month are possible. Please enter only those cost items in the budget table for which you would like to be reimbursed.

Cost category	Description	M1	M2	M3	M4	M5	M6	M7	M8	M9	Total
Software & equipment											
Travel expenses											
Prototyping											
PR/Marketing											
HR/Staff											
Cost of living											
Other											
Total											

8.4 Budget plan for Later Stage Teams

For Later Stage teams, the maximum funding from the Accelerator program is €5,000. These teams will receive monthly reimbursements for expenses including materials, travel, and services (not living expenses) based on actual expense receipts. Please outline which expense items you would primarily like to receive reimbursement for.

9 Business Model Canvas (as a optional attachment)

Please attach your Business Model Canvas to the proposal.

The Business Model Canvas (BMC) is the tool of choice for visualizing a business model and a start-up idea and to test whether it makes business sense. Many experts now believe that the BMC can completely replace the outdated business plan. Developed by Alexander Osterwalder and published in his book "Business Model Generation", the BMC has already reached more than 5,000,000 users. It is considered a manual for visionaries and initiators who want to turn outdated business models on their head and drive innovation.

Here you can find further information and the download for the Business Model Canvas: https://www.strategyzer.com/canvas/business-model-canvas