**THE KITCHEN**

**APPLICATION FORM ”NEXT” (INDIVIDUAL)**

**When assessing your application, we will assess your ability and motivation to work in an entrepreneurial fashion. We also assess your startup’s potential. Innovative startups with a novel product/service/business model will be prioritized. In order to retain diversity across startups in NEXT, factors such as type of startup, educational background and gender *may* affect the decision. The following criteria guide the assessment. The examples are there for your guidance. It is not an exhaustive list.**

|  |  |
| --- | --- |
| **Criteria** | **Examples** |
| Show commitment – through action – to realize the idea.  | Prioritize time to the idea.Takes initiative that leads to more knowledge, acquire resources, network, develop product/service.  |
| Capable of acquiring relevant knowledge and/or other types of resources. | Possess relevant resources internally such as team, competencies, technology, experience, access to laboratory, or has a trustworthy plan to acquire such.  |
| Hold a solid fundament for further startup-development.  | Clear value proposition and clear customer segment that are supported by indications from external players such as statements, collaboration agreements, letter of intent, sales, etc.  |
| Hold high and realistic ambitions. | High ambitions rooted in the points above.  |
| Novelty. | New solution to an old problem, old solution to a new problem, or new solution to a new problem.  |
| Potential for impact in society.  | Reflect upon how your startup affects the surrounding society in a positive or negative manner. The SDGs could be a guide.  |
| Pay it forward. | Helpful attitude towards others, willing to share knowledge and experiences. Takes initiative in The Kitchen.  |

Startups with less degree of novelty, and that already have reached a product-market fit (or are close to it) will be assessed with additional criteria:

* Is the startup scalable and do the strategic choices made indicate a desire to scale?
* Potential to increase market shares nationally and/or internationally.
* Increased revenue, new customers, received funding or other indications of growth.

If the application indicates realistic potential, we will invite you to pitch your startup (10 min) with additional interview. The purpose of the pitch and the interview is to assess whether you and your startup match the criteria of NEXT. Regardless of this decision, we will provide relevant feedback. One startup advisor from The Kitchen and an external advisor will attend the interview.

We will notify you - if you are invited to an interview or not - no later than 7 days after application deadline which is the first of every month.

Please note that a requirement for applying to NEXT is that you have participated in “The Boiler – create a solid pitch-deck”.

**At the interview, we expect that you:**

* Pitch (10 min) your startup and your business model
* Describe present focus, challenges and objectives, and reflect upon necessary actions that will lead to the desired outcomes

The Kitchen advisor and an external advisor will make the decision immediately after the interview, and we will notify you hereby.

Please submit this application to abc@au.dk

Continuous deadline – the first of every month.

1. **INFORMATION**

**Name of startup:**

**Website**:

**Name**:

**Study programme**:

**Semester**:

**E-mail**:

**Mobile**:

**How many hours do you spend weekly on your startup (weekly average):**

1. **STARTUP**

**Describe your startup - your product/service, customer segment and your value proposition(s):**

*(If you have a prototype/demo or similar, please attach a link or a photo)*

**For how long have you worked on your product/service?**

**What results have you created so far?**

**How do you make, or plan to make, money?**

**Mention 3 relevant competitors (attach link to their web page)**

1.
2.
3.

**How are you better/different compared to them?**

1. **YOU AS ENTREPRENEUR AND YOUR IMPACT**

**Describe your most important lessons learned and experiences you have made so far.**

**If your startup succeeds, how will it impact the surrounding society?**

**Why do you apply for NEXT?**

1. **SPECIFIC AND REALISTIC OBJECTIVES FOR THE NEXT 6 MONTHS**

**Which objectives do you have for the next 6 months?**

**How can The Kitchen contribute to your success?**

**How will you contribute to The Kitchen’s success?**