AU Launch application template

Please refer to *thekitchen.io/offers/aulaunch* for a full description of the grant and application criteria.

In the following, we refer to the applicant project as a “startup case”. By this we mean any startup or spinout project that already is or is planning to become incorporated as a company, NGO or similar.

The number of characters are purely instructive and not an evaluation criteria. However, we generally encourage you to be short, precise and to-the-point.

# Overall information

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| 1.1 Name of the startup case |
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| 1.2 Total application amount in DKK |
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| 1.3 Submission date |
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| 1.4 Name and contact info of primary applicant |
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# Background, team and association

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| 2.1 Names and roles of all team members who are active in the startup case |
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| 2.2 Department and affiliation with AU (student/researcher/other) |
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| 2.3 Business Developer(s) at the Tech Transfer Office and/or The Kitchen |
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| 2.4 Please describe the origin of the startup case including how it is connected to academia from AU (max 600 chars.). |
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# Technology / concept and maturity

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| 3.1 Please describe the technology / concept including any innovative or novel differentiators (max 1200 chars.). |
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| 3.2 Only for applications over DKK 100.000: Please write any technical / scientific background information necessary for the understanding of the technology / concept. You are also welcome to attach relevant documents. |
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| 3.3 Please indicate the Technology Readiness Level or make a similar assessment in your own words (fx. in case of non-technical projects). |
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# Value Proposition and business model

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| 4.1 Please write the value proposition of the startup case. A value proposition is a short statement, that describes which problem the startup case solves for which customers and how (max. 400 chars.). |
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| 4.2 Use this field if you would like to elaborate or explain vital details about the marked, customers, problem or solution (max 600 chars.). |
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| 4.3 Does your startup case have a potentially positive impact fx. by benefitting the environment, climate, marginalized groups or similar? If so, how (max 600 chars.)? |
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| 4.4 Only for applications over DKK 50.000: Please describe the business model in this field (max. 1200 chars.) or by attaching a BMC or similar. |
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# Cost and proposed activity

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| 5.1 Please describe the activity/activities that you apply for (max 400 chars.). |
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| 5.2 Please briefly account for the steps you have taken to validate the cost of the activity (max 400 chars.). |
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| 5.3 The purpose of this program is to –   * demonstrate the commercial potential of a certain technology/concept or – * de-risk further investments in a startup case from investors or grant providers.   Please explain how the proposed activity meets this purpose (max 1200 chars.). |
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# Additional

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| 6.1 Anything else we need to know? |
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