



## General info

Applicant name(s):

Student number:

Bachelor program:

Master program:

Number of full time spots:

Application period (start date and estimated duration):

Idea/project name:

## Pitch (1 sentence)

When someone asks you about your idea, what is the one-liner you give back?

## Brief introduction (max 1/4 page)

The introduction is a very short summary of your business idea.

## People and organisation (max 1/4 page)

Describe the people in the founding team, including which roles they will have in the company, and explain why these are the right people for the project.

## Product and/or service (max 1/2 page)

### Background

Describe what problem your customer is facing. This is sometimes referred to as the “customer pain”.

### Business idea

Describe your idea, and how it solves the problem the customer is facing. This is also known as the “pain relief”.

### Value proposition (Unique selling proposition, or USP)

Describe exactly how your idea creates value for the customers. Furthermore, you can describe how your idea is innovative or unique.

## Market and customer (max 1/2 page)

### Market

Describe the market in which you will be operating. Estimate the size of the market, and the rate at which it is growing (if relevant).

### Customer profile

Describe the typical customer, and (if possible) be specific and name potential customers. It is recommended to contact potential customers, and ask them if they will buy your service/product when you are done.

## Industry and competition (max 1/4 page)

Identify and describe other relevant companies within the market/industry. They can be big or small, local or multinational. Who are the main competitors?

## How can HatchIT create value for your company (max 1/4 page)

Why do you want to be at HatchIT rather than in a different incubator? Which AU or HatchIT’s resources can



you benefit from?

## **Funding (max 1/4 page)**

How do you fund yourself while staying at HatchIT? How do you survive the next 12 months?

## **Plan (max 1/4 page)**

What are the next steps in your company for the next 6 months. What would you spend your time on? (Customer discovery, funding, product validation, marketing, development etc.)