

## Funding Application Guidelines:

The application should be no more than 3 pages and include at least the following content:

- 1 page with a brief description of the project: what is new about it, what potential does it have and how will you do it?
- 1 page should introduce the team behind the project. We encourage you to work in multidisciplinary teams since they are usually stronger.
- 1 page should include the project budget (for the applied amount) and a description of how you will use the support.
- Always include a description of how the funding can help your project. Where do you stand now, and where will the funding get you.
- It's a good idea to include a short description of how the idea has emerged and where you stand today.
- Include a short description of market research and results already carried out/obtained by the project.
- A detailed estimated budget of up to DKK 150,000 with a Time Plan for the project.
- The time plan should stretch over no longer than a 6-month period.

We will only hand out one grant of DKK 150,000. The rest will be between DKK 15,000 and DKK 100,000. This is to be considered a grant, and not an investment. If you receive the grant, you will not be asked to give any ownership or similar up. The grant is only given to DTU students. We do not fund the salary for employees. We do not fund companies whose projects are based on investments (i.e. stock investments).

## Evaluation Criteria for applications

When reading your applications we will emphasize the following parameters:

**Market potential:** Are you able to describe show us that there is a market for the product/service.

Does the team have a realistic and clear view of how to reach the market?

**Example:** did you call three companies and ask them if they would be willing to buy your product or service. Can you get them to sign a letter of intent?

**Societal and public benefit (Samfundsnytte):** Does the project have a spoken, or unspoken, ambition to have a positive impact on the environment, society or similar. Does the project have the potential to create employment or empowerment of large groups of people?

**Example:** have you created a solution that can replace existing solutions that are using non-renewable energy.

**Value for Money:** Will the grant make a big difference for the project? Do they need funding at this point?

**Innovative project:** is the technology/service or design new in any way? Does the startup have a realistic view of competitors and a strategy to fit into the market and do they have insight in the work of their competitors.

**Team:** Does the team have the needed competencies to fulfill their plans? Do they have a strategy to find missing competencies and can they describe it clearly?