



# Innovation Contest 2025

## PROJECT PROPOSAL

### Personal information

#### Participants

Please give personal information of all participants in the project and assign a team leader who will be contacted during the phase of the contest

Team leader

Title

First name

Last name

CATEGORY STUDENT Enrolled since:

Faculty / Institute

Department / Field of study

Prospected graduation

Date of birth

Gender

Address

Telephone

Email

Other team members

Title, First Name, Last Name, Status, E-mail

# Project description

Name and short term

## Description of the business idea and the innovation

What is the idea behind the business and what is special and new about it?

Which innovative products, procedures / services are the basis of your business idea? What is the USP of your idea?



## Customer use

Who is your target group? Which problems do you solve or needs will you satisfy with your business idea?

## Market potential and perspectives

Are there real market possibilities for your idea? Which chances and risk do exist in this potential market and by implementing your idea? Are direct or indirect competitors?

**Degree of development of your product / procedure / service      OPTIONAL**

In which phase of development are you and how long do you think it is going to take?

When could your product / procedure / service ready for the market?

How do you plan on securing your competitive advantage?

**Capital needs and implementation      OPTIONAL**

How do you estimate the capital needs to implement your idea?

How much should your product / service cost?

## Marketing

How will potential customers know about your product / service?  
Which distribution channels do you want to use?

## Personal motivation

What motivates you to follow this idea and implement it?  
What are your qualifications / job experience / industry knowledge?

## Additional information

### A) mentor from science and / or business sector

Are you supported by a mentor? Please give a name and field of work.

### B) participation in other innovation contests

Did you already take part in other innovation contests with your idea?

If yes, which one? Was your idea awarded?

## Contact

General Contact: University of Rostock, Sabine Brüser

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