03 – Structure of the idea paper on max. 8 pages

1. **Presentation of the problem**
   - What problem do your customers have?

2. **Description of the solution + unique selling proposition**
   - Clear and understandable description of the solution, product, service.
   - What are the special benefits of your offer from the customer's point of view?
   - What unique selling proposition sets your offering apart from existing offerings?
   - At what stage of development is your product/service? Is there a prototype?

3. **Innovation description**
   - What is innovative about your product?
   - Is this a (technological) product, process or market innovation? Please describe it.

4. **Description of potential customers**
   - Who is your solution aimed at?
   - Who is the customer and who is the user? What are their needs?

5. **Description of the business model and its scalability**
   - What is the pricing model?
   - How do you plan to enter the market and grow?

6. **Assessment of the market potential**
   - In which overall market/industry does your company operate? Please describe the overall market.
   - How large is the overall market? Which submarkets (market segments) are there? How large is the market potential that you can address and reach (TAM, SAM, SOM)?

7. **Competitive situation**
   - What competing products/services already exist?
   - Feel free to use a clear competition matrix for presentation.

8. **Competences of the founding team**
   - Brief description of what technical expertise and, if applicable, what practical experience the team members each have.
   - Distribution of tasks and roles: What roles do the founders take on in the company based on their qualifications?

9. **Rough financial planning**
   - How will your sales, expenses and earnings develop?
   - How do you finance your project?

10. **Pitch deck**
   - Please send us your Pitch deck additionally.

It helps to document which hypotheses have already been tested.

Please contact Startup Incubator Berlin if you have any questions.