Hochschule für Wirtschaft und Recht Berlin
Berlin School of Economics and Law

Startup Incubator Berlin SIB

03 – Structure of the concept paper (max. 10 pages)

1. **Description of the problem and the target group**
   1.1 What problem do your customers have? Who is your solution aimed at?
   1.2 Who are your customers or users? What are their needs?

2. **Presentation of the solution and its unique selling points**
   2.1 Describes the solution that the product or service offers.
   2.2 What specific benefits does your offer have from the customer's point of view?
   2.3 What unique selling points set you apart from existing offers?

3. **Status of the prototype or MVP**

Definition of terms "prototype" vs. "MVP"

Prototype (concept testing): *A functional pre-production sample or simulation of a product for the purpose of evaluating and investigating an idea or method. Once a prototype has been created, the next step is to define the Minimum Viable Product (MVP).*

MVP (Product Testing): *A Minimum Viable Product (MVP) is a product with minimal but essential features and functionalities. If these are sufficient to arouse consumer interest, it can be launched on the market.*

   3.1 Clear and understandable description of the current development status of the product or service.
   3.2 Describes
      a) the features that are currently available.
      b) the features you might want to add during the scholarship.
      c) all features that the final product/service will have.

4. **Description of the innovation**
   4.1 What is innovative about your product/service?
   4.2 What exactly makes your solution innovative or sustainable?
   4.3 To what extent do you solve a central and/or societal problem?

5. **Description of the Business model and its scalability**
   5.1 What does your pricing model look like? When explaining your pricing model, please refer to the features from point 3.2.
   5.2 How do you plan to enter the market and grow? When explaining your market entry strategy, please refer to the features from section 3.2.

6. **Description and assessment of market potential**
   6.1 In which overall market/industry does your company operate?
   6.2 Describe your overall market. How large is it? What submarkets or market segments does it contain?
   6.3 What is the market potential that you can address and reach (TAM, SAM, SOM)?

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7. Rough financial plan

7.1 How will your sales, expenses, and revenues develop?
7.2 How do you finance your project?
- a) Current?
- b) during the scholarship?
- c) after the scholarship?

8. competitive situation

8.1 What competing products/services already exist?
8.2 Describe your competition. Use a clear table to present your relevant product features and compare them to those of your competitors.

9. Competencies of the founding team

9.1 Concrete description of the skills and experience of all team members. How are the tasks and roles distributed? What defines you as a team?
9.2 What motivates you to work together as a team?

10. Pitch deck

Please submit a pitch deck . The pitch deck is a short, self-contained, and primarily visual presentation of your startup idea.

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