

Mandatory structure of applications

Applications must be submitted in writing, with 10 copies. They may include explanatory photos and technical drawings. Applications should not exceed 10 DIN A4 pages. We recommend that applicants use the following structure:

1. Information on company/organisation

1. Name, address and contact
2. Number of employees
3. Revenues
4. Ownership and affiliations

2. Nature of entry/product description

1. Title of entry
2. Product/process description
3. Service description

3. Degree of innovation

1. Current state of the art
2. Development stage of the product/process/service
3. New features
4. Intellectual property rights
5. Your assessment of entry in comparison to competition

4. Market potential

1. Market potential
2. Unique selling propositions
3. Sales and marketing strategy

5. Economic viability

1. Potential revenues/profitability
2. Potential risks
3. Financing

6. Potential with regard to other industries

1. Other possible applications
2. Synergy

7. Environmental and social benefits

1. Enhancement of quality of life
2. Protection of resources
3. Potential for generating employment