

Initial Information: Idea and Startup Check

for Prospective Founders at the University of Salzburg

FIRST AND LAST NAME	
PROJECT NAME	
YOUR CONNECTION TO THE UNIVERSITY OF SALZBURG	
Current employment relationship with the University of Salzburg?	
<input type="checkbox"/> yes <input type="checkbox"/> no	
<input type="checkbox"/> Researcher with employment contract <input type="checkbox"/> Student <input type="checkbox"/> Graduate <input type="checkbox"/> Former employee <input type="checkbox"/> Administrative staff member <input type="checkbox"/> No connection to the University of Salzburg	
DEPARTMENT / UNIT AT THE UNIVERSITY	
EMAIL ADDRESS	PHONE NUMBER
STARTUP STATUS	
What is the current status of the (planned) company?	
<input type="checkbox"/> In planning <input type="checkbox"/> In formation <input type="checkbox"/> Founded on:	
Have you already been in contact with other service points of Startup Salzburg – and if yes, with whom?	
<input type="checkbox"/> Innovation Salzburg <input type="checkbox"/> Salzburg Chamber of Commerce <input type="checkbox"/> Salzburg University of Applied Sciences <input type="checkbox"/> Mozarteum University Salzburg <input type="checkbox"/> Seeburg Private University	
How did you hear about Startup Salzburg?	
<input type="checkbox"/> Social Media <input type="checkbox"/> Newsletter <input type="checkbox"/> Recommendation from friends/acquaintances <input type="checkbox"/> Other:	
CORE IDEA	
What is your specific idea? Please ensure that the explanation is understandable and comprehensible for outsiders as well.	
TEAM (RESOURCES)	
Who is part of your founding team? Are strategic partners already involved?	
CURRENT STAGE / STATUS	
What is your idea based on (thesis, development process, new technology, research project, etc.)? What steps have you already taken to implement the idea?	

TARGET GROUP

Who should benefit from your idea? Think specifically about who you want to address with your idea.

PROBLEM SOLVED BY THE PRODUCT / SERVICE

Which needs of the intended target group have been identified so far?

VALUE PROPOSITION & UNIQUE SELLING POINT

What added value does your product/service provide? Briefly outline what makes the product/service special (possibly in comparison to similar products/services already available on the market).

COMPETITION / ALTERNATIVE SOLUTIONS

- Who are your main competitors?
- How is the problem currently being solved?

Please distinguish between indirect competitors (problem-solving competitors) and direct competitors (product/service competitors).

BUSINESS MODEL

Briefly describe the intended business model.

How do you plan to generate revenue? How can your products and services generate sustainable economic returns?

LEGAL FORM AND COMPANY FORMATION

Which legal form is planned?

- Sole proprietorship Partnership (OG or KG) Limited liability company (GmbH)
 FlexKapG/FlexCo Corporation (AG) Still unclear

- When is the planned founding date?
- Location of incorporation (country, federal state)?

SUPPORT NEEDED FOR THE NEXT STEPS

What kind of support do you need for the next steps?

MAJOR MILESTONE IN THE FIRST YEAR

Which milestones would you like to have achieved within one year?

TO BE COMPLETED ONLY BY FOUNDERS EMPLOYED AT THE UNIVERSITY OF SALZBURG:

INTELLECTUAL PROPERTY / IP

- Is there a clear connection to research, development, or innovation at the University of Salzburg?
 yes no
- Have the legal conditions for the use of intellectual property been clarified?
 yes no
- Is the university involved through knowledge transfer or cooperation?
 yes no

Can you briefly describe the IP (intellectual property)?

- Are there already any intellectual property rights (e.g. patents)?
 yes no In preparation
- Is a licensing agreement planned or required?
 yes no In preparation

- Should university resources be used?

yes no

If yes, please briefly list them (e.g. rooms, laboratories, equipment):

FUNCTIONS & ROLES IN THE PLANNED COMPANY

What role will you take on in the company?

Management Shareholder Advisor Employee

Other:

- Are there any potential conflicts of interest with your current work at the university?

yes no

DECLARATION OF SECONDARY EMPLOYMENT

- Are you applying for approval of the spin-off activity as secondary employment?

yes no

- Would you like to apply for a temporary reduction in your employment level?

yes no

- What is your current employment percentage?

- What employment percentage are you applying for?

- For what period are you applying for the reduction?

- Gibt es Überschneidungen mit Ihren dienstlichen Aufgaben?

yes no

If yes, please explain:

- Will university resources be used beyond regular employment?

yes no

- Could there be a reputational risk for the university?

yes no

Are there any additional details or assessments you would like to share?

SUPPORT SERVICES

Which support services would you like to apply for?

Consulting & Support

- Startup consulting IP management Business plan review Funding consultation
 Network access

Use of Intellectual Property

- License agreement for PLUS IP Right to use know-how Software transfer
 Transfer of intellectual property rights

Infrastructure

- Office use (room/building) Laboratory use Equipment/technology Other

Participation of the University of Salzburg

- Participation in exchange for IP
 Participation in exchange for consulting services
 No participation planned

Please send the completed form to: startup.point@plus.ac.at