**DIZH Innovation Program – Founder-Call 2023.1  
Template for Application**

**Preliminary remark:** Please organize your application according to the present structure and note that the application must not exceed 3 pages (excluding budget, references, CV, etc.) and must contain the link to the application video. Project submissions which do not adhere to the above formal content criteria will be rejected.

In addition, the following documents need to be prepared for the application:

1. **Budget** **table** (related document available on the DIZH website).

2. A link to an application video of approximately 3 minutes, which covers the essence of the “Proof-of-concept” founding idea to be tested, at the same time introducing the key players involved and the intended entrepreneurial aims   
3. **CVs** and list of **major** **achievements** (publications/works/exhibitions etc.) of all applicants: **max. 4 pages/person** (about 2 pages CV / 2 pages major achievements) combined in 1 PDF.  
4. For each practice partner (if applicable) one **Letter** **of** **Intent** (max. 1 page) OR a two-page concept note on how the project would have an impact in practice.

For the final proposal, please delete these preliminary remarks (green box) and replace the passages marked in yellow with your own proposal text.

**Project Proposal – [Title]**

*Please make remarks on each point (c.f., explanation in the call text on the DIZH website. Maximum of 3 pages incl. figures and tables. Use at least 10-point font. Budget Table, Project plan, CVs and References do not count for the page limit.*

***Key Content Points***

*In the application text, it is explained which range of services or which production is aimed at with the spin-off or start-up, which target audience is at the center (unique selling proposition in the market, market environment, groups of people, potential customers, etc.) and how added value is to be generated for those addressed. It is also shown which entrepreneurial and social impact goals are being pursued, what the motivation of the founders is and how the founding idea relates to the work of the applicant at one of the DIZH universities. If the application is submitted in cooperation with third parties (organizations, companies, etc., hereinafter referred to as "practice partners"), the role and function of these practice partners must be described.*

***Planning of Feasibility and Realization***

*The application text outlines both the activities and milestones of the requested "proof of concept" project as well as the subsequent steps and measures in the realization planning of the start-up idea, should the "proof of concept" funded by the Founder Call turn out to be positive. In particular, the organizational implementation as well as the financial sustainability must be presented (in terms of securing the operation and existence of the spin-off, start-up and not-for-profit organizations). This can be done, for example, in the form of a short business plan, roadmap or other implementation plan.*

***Linkage with carrier and target organization***

*In the application text, the applicants state whether and to what extent they will use university infrastructures and support services in the implementation of the "proof of concept". It should be noted here that, depending on the type of founding idea, university-specific transfer processes must be observed (for example, with regard to intellectual property); the contact persons of the transfer offices at the applicant's universities must be contacted in accordance with the submission process described in the call text. For the Founder Call, all university employees as well as students of all DIZH universities whose employment covers the duration of the project are eligible to apply. If such employment does not exist (especially in the case of students or external doctoral students), applicants must provide proof of employment at an organizational unit of a DIZH university for the duration of the proposed project.*

***Impact***

*The basic idea of the Founder Call is to provide low-threshold and early-stage start-up financing to drive the start-up process forward. This is to be done by financing the step from the pure start-up idea to the proof of feasibility of this idea in the sense of a "proof of concept". The eligible project aims to implement research and/or technology-based findings in society and the market and aims at creating economic, social, political, cultural, artistic and/or ecological value.*

*The goal is to demonstrate that a conceptually developed project can also be implemented in practice. The successful implementation of this step should convince participants, partners and investors that pursuing the start-up idea is promising.*

***Budget according to the Excel Table (available on the DIZH website)***

IF NECESSARY, EXPLANATIONS/SUPPLEMENTS TO THE TABLE CAN BE INCLUDED HERE.

***Schedule and Milestones***

*The “proof of concept” projects of this call must not exceed a period of one year. The application must briefly outline the beginning and end of the proof-of-concept work as well as the most important intermediate steps.*

*Applicants who have successfully completed the first round of submissions with an application video according to the application process outlined above will be invited to a second round of submissions on November 17, 2023, in the form of a non-public event with pitch presentations.*