

FIRST VENTURES

GUIDELINES ON PREPARING A PROJECT APPLICATION AND ELEVATOR PITCH

Please note: Before drafting an application, kindly submit an abstract of your project to marco.vencato@grstiftung.ch.

OVERVIEW

A formal submission consists of the following parts:

1. Online form on our [web portal](#);
2. One single PDF file containing the following documents: accompanying letter, project application, attachments (details below);
3. If available: project presentation (max. 10 slides/pages: see below);
4. Elevator pitch (details below).

The four submission deadlines per year (1 February, 1 May, 1 September, 1 December) are final deadlines. This means that your project documentation must be uploaded on our web portal by these cut-off dates at the latest.

Applications may be submitted preferably in English, but also in German and French.

1 ACCOMPANYING LETTER

Focus your letter on the two questions:

- How did you learn about Gebert Rüt Stiftung?
- To what extent does your project fit in with the First Ventures program?

2 PROJECT APPLICATION

- Please use the appropriate form «[First Ventures: Project application](#)».
- Limit your project application to max. 6 pages – excluding the accompanying letter and attachments.
- Please follow the listed instruction on the form and upload the single PDF (incl. accompanying letter and attachments) on the web portal.
- Applications with incomplete information cannot be accepted.

3 ATTACHMENTS (to be included in the single PDF)

- Brief CV of main applicant;
- CVs of project team and/or partners;
- Budget (see project application form point 3);
- A letter of endorsement from the UAS's Institute/Department Head responsible for the employment of the applicant(s).

4 PROJECT PRESENTATION

- Upload separately as a PDF file, if available: project presentation (max. 10 slides/pages).

5 «ELEVATOR PITCH» VIDEO: 3 MINUTES

5.1 Content-related aspects

- Problem: What concret problem does the project address? What solution does the project offer?
- USP: To what extent is your project innovative and unique?
- State of the art: What have you achieved so far (i.e. proof of concept, first customers or partners etc.)?
- Business model: Who will buy what, to which price and why?
- Team: Why are you the right team to bring your product/service to the market?
- Use of funds: How do you intend to use the First Ventures funds?

5.2 Dramaturgic aspects

- Choose a suitable location/background.
- Use an attractive and understandable way to present your project.
- Show your solution/prototype/product and the members of your team.
- Show your personality and enthusiasm for the idea.

5.3. Technical aspects

- The video should be in MP4 format and not bigger than 250 MB.
- Please upload your video on the [web portal](#).