

INNOBOOSTER

GUIDELINES ON PREPARING A PROJECT APPLICATION AND ELEVATOR PITCH

OVERVIEW

A formal submission consists of the following parts:

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

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

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 InnoBooster program?

2 PROJECT APPLICATION

- Please use the appropriate form [«InnoBooster: Project application»](#).
- Limit your project application to max. 5 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);
- Provide evidence of your Venture Kick status;
- Provide a Letter of Endorsement from a funding program such as BRIDGE Proof of Concept, Pioneer Fellowships, InnoGrant or similar to provide scientific and innovation excellence of your project;
- Provide evidence of the entrepreneurial potential through a Letter of Endorsement from (potential) customers, investors, industry partners;
- Other attachments.

4 PROJECT PRESENTATION

- Upload separately: project presentation (max. 10 slides/pages).

5 «ELEVATOR PITCH» VIDEO: 3 MINUTES

5.1 Content-related aspects

- Problem: What solution do you offer for which problem? In what way is your project innovative (USP)?
- Track record: Financial support and awards, POC's, number of employees and customers, investments.
- Potential impact: To what extent does the «InnoBooster» funding enable a faster market entry and scale-up?
- Team: Who is behind the project? Why are you the right team to bring your product to the market?
- Implementation: How do you enter which market?

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](#).