

Climate-KIC DACH Accelerator Application Questions

General Stuff

- 1) What is the name of your start-up? *(Max characters: 50)*
- 2) Describe your start-up in just one sentence. *(Max characters: 100)*
- 3) What is your company URL, if you have one?
- 4) If you have an online demo, please also provide the URL.
- 5) To which Climate-KIC Accelerator location are you applying? *(Berlin, Frankfurt am Main, Munich, Zurich, or Vienna?)*
- 6) Contact details of the lead contact person. *(Name, email, phone number)*

What Are You Doing?

- 7) Explain your business model – how do or will you make money? *(Max characters: 1000)*
- 8) How far along are you? When will your idea be ready for market? *(Concept stage? Market entry? First customers or pilots? Already got investment? Max characters: 600)*
- 9) Where relevant, you can upload a max 6-page slide deck (PDF) summarizing your business plan and roadmap. *(One file only and max 5MB in size)*

Your Market & The Competition

- 10) What and how large is your target market? *(Explain briefly how you identified it. i.e. size, regulation, entry barriers, challenges & opportunities, etc. Max characters: 700)*
- 11) How do you know someone needs what you are making/offering? *(What specific evidence have you collected or accessed to prove there is a demand for your solution? Max characters: 600)*
- 12) Who are your competitors and/or who might become competitors? Who is your biggest threat? *(Max characters: 600)*
- 13) What might go wrong? *(This is a test of imagination, not confidence. Max characters: 500)*

Climate Impact

- 14) What is the specific climate problem you are aiming to tackle? *(Please try and avoid giving a summary of the principles of global warming. Max characters: 300)*
- 15) Please quantify the scale of the specific climate problem. *(Max characters: 300)*
- 16) Please describe how your business is addressing the quantified climate problem you describe above. *(In plain English. Max characters: 500)*
- 17) How much of the quantified problem can your solution tackle? *(Can you already put a specific number against your solution (i.e. carbon savings, reduction by x in specific harmful gases or materials, reduction by x of energy consumption, etc. Max characters: 500)*

Participation in the Accelerator Programme

18) What kind of support have you already received to bring your company to life? *(i.e. public grants, participation in incubator/accelerator/training programmes, etc. Please be specific. Max characters: 500)*

19) What is your plan for the 6-month accelerator batch you are applying to? *(What actions, milestones, timeline, budget do you plan to achieve in the next 6 months & how can we measure that you achieved your milestones at the end of the programme? Max characters: 900)*

20) How can Climate-KIC support you? *(Please be specific. Max characters: 500)*

Your Team

21) What is your expertise in this domain and how long have you worked in this field? *(Why is your team the right one to bring your idea to market success? Max characters: 800)*

22) Your Cap Table – Please list all equity holders according to the specifications below. *(Here we ask for team details such as role, level of commitment, equity stake, etc.)*

23) How long have the founders known each other and how did you meet? *(Max characters: 500)*

24) Tell us about your other team members: employees, partners (mentors, coaches) and others who have strong influence in your company. *(Here we ask for team details such as role and level of commitment.)*

Company Structure

25) What is your legal entity?

26) Year of incorporation? *(Eligibility criteria=5 years or younger)*

27) What intellectual property (IP) protection have you secured or are you planning to secure? *(Max characters: 500)*

28) Please provide any other relevant information about the structure or formation of the start-up. *(Max characters: 400)*

Closing

29) Would you like to enter the Munich Re/ERGO Side Call in addition to the Climate-KIC main call? *(You will get all benefits of the Climate-KIC accelerator programme and in addition, get access to the global insurance & business expertise and network of Munich Re/ERGO.)*

30) If you answered yes to question 29, what is your interest in the insurance and re-insurance industry? How can Munich Re/ERGO support you? *(Max characters: 1000)*

31) How did you hear about the Climate-KIC Accelerator?

32) Have you participated in any Climate-KIC programmes before?

33) If yes, which programme(s)?