

## 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, Munich, Zurich, or Vienna?)*
- 6) Contact details of the lead contact person. *(Name, email, phone number)*
- 7) Which sector within the cleantech industry is most aligned with your start-up?

### What Are You Doing?

- 8) What is the product or service you are offering or are going to offer? *(Max characters: 1000)*
- 9) Explain your business model – how do or will you make money? *(Max characters: 1000)*
- 10) 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)*
- 11) 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

- 12) 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)*
- 13) 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)*
- 14) Who are your competitors and/or who might become competitors? Who is your biggest threat? *(Max characters: 600)*
- 15) What might go wrong? *(This is a test of imagination, not confidence. Max characters: 500)*

### Climate Impact

- 16) 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: 3000)*
- 17) Please describe how your startup is tackling this problem? *(Are you enabling other(s) to reduce greenhouse gas emissions? Are you reducing greenhouse gas emissions directly through your product/service? Or are you contributing to the adaptation of climate change effects? Maximum characters: 300)*
- 18) Please quantify the scale of the specific climate problem and how much of the quantified problem your solution can tackle? *(If you need help or some guidance, you can visit <http://impactforecast.org>)*

## **Participation in the Accelerator Programme**

19) 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*)

20) 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*)

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

## **Your Team**

22) 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*)

23) 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.*)

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

25) 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**

26) What is your legal entity?

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

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

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

## **Closing**

30) 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. The Side Call is open to all start-ups across sectors and those that have already found a link to insurance in their business model are particularly welcome.*)

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

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

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

34) If yes, which programme(s)?