**Application form Global Goal Micro Grant**

In the application you must account for the following as a minimum:

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| **GLOBAL GOAL, IDEA & BUSINESS MODEL** |
| * Which global goal(s) are you working with in your project/startup? And which intermediate goal do you especially focus on? * What is your business idea? * Which customer/user problem or need are you trying to solve? And who benefit from your work with trying to solve one or more of the 17 global goals? * In which way are you working with the global goals in your project/startup? * Why do you work with the global goals in your project/startup? * In which way have you tested your idea on e.g. potential customers/users? * Who are your customers and how do you create value for customers/users/society? * What is the value created by your business idea? * How do you make money on your business idea? * Which activities and resources are necessary to create value for your customers/users? * How is your idea different from other similar products on the market? Are there any competitors? * How is the scaling potential of your project and what are your visions for the project? * Are there any protection possibilities (patent, trademark protection, etc.)? |
| Max four A4 sheets |

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| **THE TEAM** |
| * Name, current education (if student) and background of all team members (education and relevant working experience)? * What are your competences as a team, and how does this strengthen the company? * What is your motivation for working with your idea and for bringing it into reality? * Describe how you make use of your network. |
| Max one A4 sheet |

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| **USE OF THE MICRO GRANT** |
| * How far have you come with your idea? * What are you going to use the Micro Grant for? * How can the Micro Grant help your company in advancing further? |
| Max one A4 sheet |