**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.)?
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| 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.
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| 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?
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| Max one A4 sheet      |