

TYM FACT SHEET

- **PASSION**

Personality: tell us about you! Why should we support you, explain your motivation and passions

- **IDEA**

Value Proposition: what problem does your idea solve and how? What is the added value?

- **RELEVANCE**

Target Group, Market, Competitors: who are your customers and beneficiaries? How big is the market, who are your competitors?

- **IMPACT**

Innovation, Impact, Sustainability: how do you generate impact for the society?

- **FUTURE**

Aims, Funding, Business Plan: think about a strategy for the future to reach your aims, which resources do you have and how do you make money?

- **CHALLENGES**

Next Steps, Support Needed: why and which kind of support do you need, who would be your desired mentor and why should he/she choose you?