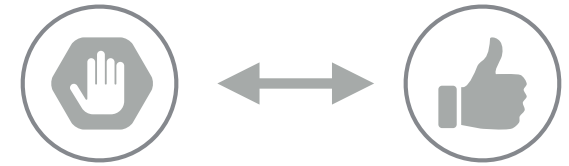


Checklist incubator pitch



✓ Team

The team lead is a potential intrapreneur

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The team has diverse knowledge / backgrounds (Mkt. - Tech. - Bus.)

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✓ Validated problem

The team validated the problem with (min. 5) relevant customers

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✓ MVP definition

The MVP is clearly identified (who - why - what)

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✓ MVP investment

The Team has a realistic idea about the MVP investment

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✓ Basic Business Model

The team identified relevant revenue streams

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The team has a realistic idea about the potential market size

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The team identified the most important costs

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The project has the chance to become financially viable in the future.

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