**Application form**

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

|  |
| --- |
| **IDEA & BUSINESS MODEL** |
| * What is your business idea? * Which customer/user problem or need are you trying to solve? * 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? * 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 three A4 sheets |

|  |
| --- |
| **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 |

|  |
| --- |
| **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 to advance further? |
| Max one A4 sheet |

REMEMBER to name the document: *NameofyourBusiness\_*Application\_AMLCVR