

Application for the Start Your Business 2025 Competition

The form contains a total of **29 items** and will take approximately **30 minutes** to complete.

Please, allocate sufficient time to fill it.

You have access to this registration form for the entire registration period. You can therefore return to it until 31 January 2025.

* Tento formulář zaznamená vaše jméno, vyplňte prosím své jméno.

Contestant

1. Team representative *

Contact person for the university
(Has to be a MU student for the entire duration of the competition, i.e. until 31 May 2025).

2. Basic information about the team representative *

Personal ID (UČO)

3. Additional information about the team representative *

Faculty and year of study

4. Contact for the team representative *

Please leave us a phone number

5. Name of the project/idea *

Competition Project

6. Introduction of the idea *

Add a link to a video presentation (max. 90 seconds)
It can be uploaded at Youtube or downloaded via cloud services.

7. Describe the idea in one sentence. *

You can take inspiration from „one liner pitch“ as "Our product is XY (what), it helps AB (who) with EF (problem), thanks to GH (our solution)".

8. What stage is the project in? *

(you can tick more than one answer)

- I have an idea in my head
- I have done the market research
- I have a working prototype
- I have an existing product/service and am looking for the first customers
- I have paying customers
- Jiné

Business model

9. Who will buy your product/service? Describe in detail the target group of customers and users. *

10. What market are you targeting (region/Czech Republic/Europe/World/...)? What is the size of the market? How many potential customers do you have? *

11. What problem/need does your idea address? *

12. In what other ways do your customers address the problem/need at the moment? *

State 1 to 3 examples of competition (both direct and indirect). Do not forget about non-market solutions (e.g. self-help, community project, etc.)

13. What new/else does your project bring to the market/customers compared to existing solutions? What advantages does it have over the competition, and what advantages does the competition have over you? *

14. On what basis do you assume the product service will draw interest? *

For example: „I have already done primary market research“/“there is a similar solution on the market that sells“/“I am a representative of the target group myself“, etc.

15. Why should customers be willing to pay for it? *

16. Through what channels/in what form do you want to sell the product/services? How do you reach your customers? *

Finance

17. How will it make money? Who will pay for what, how much and in what way? *

Feel free to describe more ways you think about this issue.

18. What are the projected sales? When do you intend to start selling, in what volume, and what will the growth look like? *

19. What will your costs be in the first year? *

20. How do you plan to cover these costs? In what timeframe do you expect the project to generate profit? *

*

What have you solved already, and what other sources are you considering?

Team

21. Who is working on the idea? *

Please give specific names and describe their competencies and roles in the team + what they study (university and field of study).

22. What are the strengths and weaknesses of the team? *

23. What other competencies does the project lack? How do you plan to address this? *

Plan

24. Describe 3 to 5 main goals for the next 6 months. *

The goals listed here will serve as the basis for the possible 3rd round in case your application succeeds.

25. What are your main expectations regarding the development of the idea through the competition? *

In what specific ways will the money from the competition help you? What happens to the idea if you do not place in the competition?

26. What are the biggest threats to the implementation of your idea? *

27. Where do you see your business in 5 years? *

Annexes and Consent

28. A compulsory annex is a **Cash Flow or Break Point Analysis** document covering the first year month by month. *

Here is a link to a sample Cash Flow and Break Point Analysis document: <https://podnikavost.muni.cz/en/start-your-business/i-want-to-compete>

If you have any other annexes or documents the evaluators should see, please insert them here. Please, keep in mind that the jurors have **a maximum of 30 minutes to evaluate one application.**

29. Consent *

The terms and conditions of the competition can be found at: <https://podnikavost.muni.cz/media/3760182/start-your-business-2025-competition-rules-eng.pdf>

By submitting this form, you confirm that you agree to the terms and conditions of the competition and grant Masaryk University consent to the processing of personal data and the handling of the attached documents.

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formuláře.



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