



## TU Delft Impact Contest 2022

### Categories and Awards

The competition takes place during Q3 and Q4. Detailed timeline will be available soon. This document describes the awards, the overall rules, and the application form.

There are two categories in the competition: Ideation and Advanced.

The Ideation category requires no more than a start-up idea that you would like to develop. Participants in the Ideation category can earn 3 ECTS (pass/fail) after successfully completing the competition programme and submitting necessary deliverables. They are competing for the main prize of €2,500.

The Advanced category is for the teams that are beyond ideation stage and already made progress in their start-up. Participants in the Advanced category can earn 5 ECTS (pass/fail) after successfully completing the competition programme and submitting necessary deliverables. They are competing for the main prize of €7,500.

There will also be an Audience Award (€1,500) and the ASML Makers Award for which both categories compete. Additional awards may be available.

### Overall rules:

- A team may have a minimum of one and a maximum of five members.
- An individual cannot apply with more than one team.
- A team cannot apply multiple times with the same project (one team, one project, one time). If the team was in the Ideation category last year, they can apply for the Advanced category, but cannot participate in the Ideation category again.
- Teams that have a notable user base or revenue are ineligible for the competition.
- Teams that apply for Advanced and do not get selected are automatically considered for Ideation (unless they participated last year).
- Teams that consist entirely of PhDs and Postdocs are ineligible for the competition.
- At least one team member must be a current TU Delft student or a very recent graduate (graduated in this academic year).
- Participation is free of charge.
- The final placement of projects in categories will be done by the TU Delft Impact Contest organisation.



## Application Form

### Application Deadline: March 1<sup>st</sup>

Application is submitted on the TU Delft Impact Contest website via the dashboard that will be available in January.

### Questions for the team:

Number of team members:

Are you looking for cofounders? Yes/No

If yes, what are you looking for in your cofounder?

Skills in:

Passion/Interest in:

### **EACH team member fills out the following questions:**

Name:

E-mail:

Degree (Bachelor, Master, Other):

Faculty at TU Delft (e.g 3mE , EEMCC):

Expected Month and Year of Graduation (mm/yyyy):

Program (e.g. Aerospace Engineering, Computer Science):

In your startup, your focus is on:

- 1) Business development
- 2) Product development
- 3) Both

Have you taken any entrepreneurship classes at TU Delft? Yes/No

If yes, which one(s):



## Questions about the start-up

Are you applying for the Ideation or the Advanced category?

- Ideation
- Advanced

### **Application for the Ideation category:**

Start-up Name:

Mission of your company in one (1) short sentence:

**The Challenge.** What is the problem/unmet need that you are addressing? (100 words):

**The Solution.** What is your proposed solution? (100 words):

### **Application for the Advanced category:**

Advanced category is for the teams that are beyond ideation stage and already made progress with their startup. You need at least one of the following three conditions, to be eligible for the advanced category.

- 1) Customer Validation – You have tested your idea with customers.
- 2) Prototype – You already have a prototype of your product.
- 3) Business Model – You created a detailed business model for your startup.

Having one or more of the conditions does not guarantee you access to the Advanced category. We will assess each application in its entirety.

Startup Name:

Mission of your company in one (1) short sentence:

**The Challenge.** What is the problem/unmet need that you are addressing? (100 words):

**The Solution.** What is your proposed solution? (100 words):



## Customer

Describe your customer. Make sure to identify the user and the payer of the product (100 words):

Have you tested your idea by interviewing potential customers (not family or friends)? Yes/No.

If yes, please describe your customer discovery process:

If yes, how many customers did you talk to:

## Prototype

Do you have a prototype? Yes/No

If yes, please describe the prototype and its stage of development (do NOT share any details that you wish to keep a secret – tell us what the product does and NOT how it works):

Is your project based on your own scientific research? Yes/No

Is your project based on an existing IP (e.g. patent, copyright)? Yes/No

If yes, who owns it and can you access it:

## Business Model

Please describe your beachhead market and its size (in euros):

Why will your team be successful at executing this project? Describe current 2-3 best, most used 'state-of-the-art' solutions used by your customer. What gives your team an advantage over these existing competing solutions/competitors? (100 words)

Why is today a right time to solve this challenge (and not 5, 10 or 20 years ago)? Explain what changed (100 words):

Describe the biggest obstacle/risk that your project faces today (100 words):

Please submit a short business plan, business model canvas, pitch deck, or a video summarizing your team and your project's business model.