



Idea paper 2026

Start-up Ideas Competition
DurchStarter
**Schmalkalden University of Applied
Sciences**

Working title of the idea	
Submitted by	
Date of submission	

**The idea provider was advised and supported by the
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1. Information on the idea providers

Person 1:

First name	
Last name	
Date of birth	
E-mail address	
Telephone number	
Profession / course of study	

Picture
Person 1

Person 2:

First name	
Last name	
Date of birth	
E-mail address	
Telephone number	
Profession / course of study	

Picture
Person 2

Person 3:

First name	
Last name	
Date of birth	
E-mail address	
Telephone number	
Profession / course of study	

Picture
Person 3

2. Description of the start-up idea

2.1 The idea

2.2 Explanation of the product and/or service

3. Target group

4. Added value and problem solving

4.1 USP

4.2 Solution Strategy

4.3 Competitors

5. Marketing and Distribution

