

# Application

**Mesago Messe Frankfurt GmbH**  
Post box 103261  
70028 Stuttgart  
Germany



Organizer: Mesago Messe Frankfurt GmbH, Tel. +49 711 61946-825, Fax -11 971 startup\_formnext@mesago.com, www.formnext.com  
Executive Management: Johann Thoma (Chairman), Petra Haarburger

## Participating Company

## Contact Person

Ms.

Mr.

Company (with legal form)

Last name

Street

First name

Country/postal code/city

Phone

Fax

Phone

Fax

**Personal email address**

In order to dispatch important documents we need a personal company email address!

**General email address**

If the address is different from the main exhibitor, please fill in here:

Internet address

Company (with legal form)

Street

Country/postal code/city

## Online presence (optional):

LinkedIn profile

Twitter account

Skype ID

Other online profile (URL)

## DATA PRIVACY STATEMENT

We, Mesago Messe Frankfurt GmbH, collect, store, and use the personal data that you provide exclusively for the purposes of organizing this competition. Your information is treated confidentially and is not disclosed to third parties, either for commercial or non-commercial purposes.

You can revoke our processing of your personal information at any time to take effect in the future. To do so, it is sufficient to informally notify us by e-mail, fax, or letter.

## CONSENT TO PARTICIPATE IN COMPETITION

Yes, I have carefully read the **terms of participation** and I agree to them.

## CONSENT TO ADVERTISING

Yes, I agree to allow my personal data to be processed and used by Mesago Messe Frankfurt GmbH exclusively for their own marketing purposes using e-mail, e.g. to send their Newsletter.

I can revoke the consent I have hereby granted at any time to take effect in the future. To do so, it is sufficient to informally notify Mesago Messe Frankfurt GmbH by e-mail, fax, or letter.

You can participate in the competition without consenting to advertising.

Place, date

Company stamp and authorized signature of the contracting partner

Name printed

## The Criteria of Eligibility

- Max. 5 years since founding date
- No majority holding of a well-established company
- Startup incorporated in the European Union
- Product-Market-Fit (MVP, Public Beta, revenues, customers, investments)

Supported by



EIT Digital is a leading European open innovation organisation. Our mission is to foster digital innovation and entrepreneurial talent for economic growth and quality of life in Europe. Since 2010, EIT Digital brings together over 130 top European corporations, SMEs, start-ups, universities and research institutes. EIT Digital is a Knowledge and Innovation Community of the European Institute of Innovation and Technology (EIT). More information at [www.eitdigital.eu](http://www.eitdigital.eu)

### 1. Problem / Opportunity

(Describe the problem that you are alleviating or the pleasure you are providing)

### 2. Value Proposition / solution

(Explain the value of the pain you alleviate or the value of the pleasure you provide)

**3. Underlying magic / technology**

(Describe the technology, secret sauce or magic behind your product)

**4. Business Model**

(Describe how you earn money)

**5. Marketing and sales**

(Describe your go-to-market and sales plans)

**6. Competitive analysis**

(Provide a complete overview of the competitive landscape)

**7. Team**

(Describe the competences, market experiences, track record)

**8. Financial projections and key metrics**

(Provide a three-year forecast containing not only dollars but also key metrics, such as number of customers and conversion rate)

**9. Financial projections and key metrics**

(Provide a three-year forecast containing not only dollars but also key metrics, such as number of customers and conversion rate)



**10. Status and timeline**

(Describe your current status and your future timeline, milestones)

**11. Please upload your Pitch Deck**

(You see the upload function on the Mesago website)