

Your innovation at a glance 1/2

Please fill out this form digitally and let us know what makes your innovation special and what makes it special. stands out from its competitors.

1. Please provide information about your company.

Company size:

- Start-up
 Small company
 Mid-sized company
 Large company

Sales in € per year:

- up to 2 Millionen
 up to 10 Millionen
 up to 50 Millionen
 over 50 Millionen

Date of founding:

2. Innovative Advantage | Customer Value

Describe the innovation advantage or customer value of your product/service compared to the previous product/service, if applicable. What is new and unexpected about your solution? (max. 500 characters)

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3. Market Potential

Explain the market potential of your solution and make a prediction: Can your innovation still reflect the latest state of development in 3 years? Why has your solution not yet been offered? (max. 300 characters)

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4. Competition

What is the difference between your approach and available competitive solutions? Please name the main competitors and their developments. (max. 300 characters)

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Your innovation at a glance 2/2

5. Date of the Market Launch

Name the date of the market launch or start of sales for your product/service.

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6. Target Group

Who is your target group? What is the relevance of your solution for your target group and what distinguishes it from other solutions from a target group perspective? (max. 300 characters)

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7. Vision

Imagine someone copying your successful innovation - who would that be and what might their lower-cost imitation solution look like? (max. 500 characters)

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8. Design Thinking

If you have also submitted an entry for the separate, superordinate »Design Thinking« category, please explain the extent to which agile innovation methods and development processes have played a role in your project. (max. 500 characters)

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Contact

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