**Submission Form**

**Korall Accelerator 2025**

**Welcome to the submission of your competition entry!**

Please follow the instructions carefully and complete all required fields below. Your submission should be in the form of a comprehensive business plan addressing the specified criteria.

Please note that any images, graphs, or additional reference materials supporting and justifying your business idea should be attached in the appendix. The template format must be followed and should not be altered – maintain font size 11, font type Arial, and line spacing 1.15.

**Describe the following points in your submission. Feel free to include examples that support any justifications, reasoning, and strategic choices.**

**1.** **Problem and Market Insights**

|  |
| --- |
| **What is the problem?** |
|  |
| **Why is it a problem?** |
|  |
| **What market insights are relevant to the problem?\*** |
|  |

**2. Solution**

|  |
| --- |
| **What is the solution to the problem?** |
|  |
| **Why will it solve the problem?** |
|   |
| **What market insights are relevant to the solution?\*** |
|  |
| **How large is the market for your solution? What is the market potential?** |
|  |

**3.** **Business Idea**

|  |
| --- |
| **What is the business idea/product/service?** |
|  |
| **What is its UVP (Unique Value Proposition)? That is, the product/service’s unique competitive or selling advantages.** |
|  |
| **What market insights are relevant to the business idea?\*** |
|  |
| **How can the product/service contribute to sustainable living?** |
|  |
| **How will the product/service generate revenue? Subscription, one-time purchase, licenses, advertising, etc.?** |
|  |

**4.** **Target Audience Analysis**

|  |
| --- |
| **Who is the primary target audience for the business idea? B2B, B2C, a specific demographic?** |
|  |
| **What market insights about the target audience are relevant to consider in relation to the idea?\*** |
|  |

**5.** **Current Status (Resources and Challenges)**

|  |
| --- |
| **What resources and conditions do you currently have?\*\*** |
|  |
| **What challenges are you currently facing?\*\*** |
|  |
| **What resources and conditions will you need in the future?** |
|  |
| **How will you ensure these resources are available?** |
|  |

**6. Financial Plan**

|  |
| --- |
| **What are your primary revenue streams, and how will they grow over time?** |
|  |
| **What are the largest cost factors? (Product development, marketing, personnel, distribution, etc.)** |
|  |
| **Expected revenue and profit over the next 3–5 years?** |
|  |
| **What returns can investors expect?** |
|  |
| **How would the winnings from the Accelerator help you move forward? How would the capital be used?** |
|  |

**Appendix**