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| **Startup Name:**  *Click here to write.*  **AAU Campus:**  *Click here to write.*  **Contact Information:**  *Click here to write.*  **Date:**  Select the current date | **The Team**  *Who are your key team members and their roles? Any competencies missing, and how will you address these gaps?* |

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| **Startup One-Liner** *A short, clear sentence that explains what your startup does.* |

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| **The Problem**  *What problem are you solving, and why does it matter? How have you validated it?* | **The Customer Segment(s)**  *Who are your target customers? How do they experience the problem, and what motivates them to solve it?* |

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| **The Solution**  *What is your solution, and how does it differ from existing ones? How have you validated it?* | **The Business Model**  *How will your turn your startup into a business?* |

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| **The Market Potential**  *What is the size and growth potential of your market?* | **Impact on Environment & Society**  *What impact will you have on the environment and society?* |

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| **Status, Traction & Roadmap**  *What is your status, what traction have you achieved, and what milestones are next on your roadmap?* | **Impact of Grant**  *How will the grant accelerate your development, and what key milestones do you expect to achieve?* |