



Kofinanziert von der
Europäischen Union



UNIQUE

ideenwettbewerb

In cooperation with:

UNIVERSITÄT GREIFSWALD
Wissen lockt. Seit 1456



The UNIQUE ideas competition at the Greifswald research location is organised by WITENO GmbH (Wissenschafts- und Technologiepark NORD° OST°) in cooperation with the University of Greifswald on behalf of the state of Mecklenburg-Vorpommern (Ministry of Economics, Labour and Health) and financed by the European Social Fund (ESF).

Please send your final idea sketch by 03. June 2025 (11:59 PM) by E-Mail to:
unique@witeno.de (subject: UNIQUE Ideenskizze).

Please address all the topics listed in the form. The questions listed serve as a guide. The presentation of the business idea and possibilities for further implementation are at the centre of the ideas competition and therefore play the most important role in the assessment.

Your idea will of course be treated confidentially. All persons who come into contact with your idea have previously signed appropriate confidentiality agreements.

Personal details

Participants

Please enter the personal details for all project participants and name a contact person who we will contact during the course of the competition. Information that does not apply can be omitted.

Teamspeaker

Teamspeaker (Titel,
First name, surname)

Categorie
(please tick)

Student/
Apprentice

Researchers/
Graduate/
External

Enrolled on/
Start of
apprenticeship:

Graduate
since:

Faculty/Specialist field/
research organisation

Specialist field/Study
course/
Apprenticeship

Highest profession/
Degree

Date of birth

Gender

Address (Street, zip,
City)

Phone

E-Mail

Further Teammembers

Titel, First name, surname

Status (z.B. Student at University

of Greifswald etc.) E-Mail:

Project description

1. Titel and short description (max. 1/3 page)

2. Executive Summary (max. 1/3 page)

3. Description of the business idea (max. 2 pages)

Describe the purpose of the project. Explain the special features of the business idea and the innovations it contains. State the current status of the project.

4. Stage of development of the product/process/service (max. 1/2 page)

Indicate the current development status of the project. State the required development period. Explain how you intend to secure the competitive advantage in the long term.

5. Customer benefits and market (max. 1 page)

Describe who your customers are. Explain how the individual customer segments are made up. Indicate what benefits you offer to the target group. List the needs and problems of your customers.

Provide a trend forecast for the market. Analyse the advantages and disadvantages. Analyse the opportunities and risks.

6. Marketing (max. 1/2 page)

Describe your sales and marketing strategy. Explain how you intend to plan and implement your publicity.

7. Financing and implementation (max. 1/2 page)

What is your realisation and financing concept? What is the total capital requirement for your business start-up? What income do you expect?

8. Personal motivation (max. 1/2 page)

9. Utilisation of the prize money (max. 1/2 page)

Additional information

A) Mentor from business and/or science

Are you supported by someone? Please tell us the name and the field of activity.

B) Participation in other ideas competitions

Have you already taken part in other competitions with your business concept? If so, which ones? Has the idea been awarded a prize?

C) Information for press relations

We would like to ask you to send us a few brief details about yourself, your team and your idea for our press work, which we may publish if necessary.

Thank you very much for your participation!

For questions and further information, please contact:

Lia Mertens or Florian Abriel – Project manager

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