Guideline Disruptive Innovation

You can use this guideline to describe your project.

1. What are you looking to achieve with your project? Which relevant problem are you trying to solve? Which demand are you trying to nurture?

2. How has this problem been solved so far? Where do you see limitations or weaknesses in the current approach?

3. What is new about your approach? How are you planning to implement your idea and why do you believe that your approach will be successful?

4. Why is your project important? What benefits or fundamental new opportunities will arise if you are successful?

5. What would a world look with your innovation successfully implemented? To what extent would our lives or existing market conditions change?

6. Who will benefit if you are successful and who are your potential customers? What are the corresponding advantages for Germany and Europe?

7. Who is working on the same or a similar project?

8. What would speak against your project or a successful implementation thereof? What are the associated risks and what might be the most likely cause of failure?

9. What is the current status of the project? What are you planning to do next?

10. How much will your project cost and how much time will it take to execute?

11. How can the success of your project be measured? What are the important milestones?

12. What can you tell us about yourself and your team?

13. Why do you think that we are the right partner for you?

14. *Just out of interest (not relevant for the evaluation of your project): How did you hear about us?*