

GESCHÄFTSIDEEN-WETTBEWERB 2025

# COMPETITION FORM



Akademische Gesellschaft  
Hamm



Innovationszentren  
Hamm · IZH



HOCHSCHULE  
HAMM-LIPPSTADT

**heinz-harling-stiftung**  
gemeinnützige Stiftung für Jugend- und Erwachsenenbildung

	PARTICIPANT 1	PARTICIPANT 2	PARTICIPANT 3
LAST NAME			
FIRST NAME			
ADRESS			
PHONE NUMBER			
E-MAIL			
UNIVERSITY			
COURSE OF STUDY			
SEMESTER			

	PARTICIPANT 4	PARTICIPANT 5	PARTICIPANT 6
LAST NAME			
FIRST NAME			
ADRESS			
PHONE NUMBER			
E-MAIL			
UNIVERSITY			
COURSE OF STUDY			
SEMESTER			

Participation is only possible with this writable and savable PDF document. Please do not submit your own documents. Attachments are not permitted.

The jury will receive pages 3-10 of this competition form with an anonymous participant number for its deliberations. The competition form can be filled out in English, but in this case a German translation must be sent along. This may have been translated by one of the common translation tools, but should then be marked as such.

The cover sheet is only used for the subsequent assignment of the winning entries.

We wish you much joy and success in developing your business idea!

PARTICIPANT NUMBER: ASSIGNED BY THE ORGANIZER VOM AUSRICHTER VERGEBEN
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## **EIGHT STEPS TO YOUR OWN COMPANY!**

Describe your business idea by completing the input fields on the following pages. Please write in complete sentences and be as brief as possible. You only have a limited number of characters available for each input field. It is not permitted to expand the input fields.

### **1. BUSINESS IDEA & COMPANY**

1.1 WHAT IS THE NAME OF YOUR BUSINESS IDEA?

1.2 WHAT IS THE CONTENT OF YOUR BUSINESS IDEA?

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1.3 WHAT PRODUCTS OR SERVICES DOES YOUR COMPANY OFFER?

1.4 WHAT LEGAL FORM WOULD YOU LIKE TO ESTABLISH THE COMPANY IN?

1.5 IN WHICH OWNERSHIP STRUCTURE DO YOU WANT TO MANAGE THE COMPANY?

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## 2. PRODUCT AND SERVICES

2.1 WHAT ARE THE CUSTOMER BENEFITS OF YOUR PRODUCT OR SERVICE?

2.2 HOW FAR ALONG ARE YOU WITH THE DEVELOPMENT OF THE PRODUCT OR SERVICE OFFERING?

2.3 WHAT BUSINESS EQUIPMENT DO YOU NEED TO START PRODUCING OR PROVIDING YOUR SERVICE?

COSTS FOR THE FIRST BUSINESS EQUIPMENT:

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2.4 WHAT ANNUAL TURNOVER AND MATERIAL COSTS DO YOU EXPECT?

EXPECTED SALES IN THE FIRST YEAR:

MATERIAL COSTS IN THE FIRST YEAR:

2.5 IN WHICH SECTOR DOES YOUR COMPANY OPERATE?

2.6 WHOM ARE YOUR COMPETITORS?

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### 3. MARKETING

3.1 HOW SHOULD THE DISTRIBUTION OF YOUR PRODUCT OR SERVICE BE STRUCTURED?

3.2 WHICH METHODS OF SALES PROMOTION (ADVERTISING) WOULD YOU LIKE TO USE?

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3.3 HAVE YOU CONSIDERED THE PRICING?

**4. FOUNDERS, MANAGEMENT AND EMPLOYEES**

4.1 WHO IS FOUNDING YOUR COMPANY? WHAT QUALIFICATIONS DO THE FOUNDERS AND EMPLOYEES HAVE?

QUALIFICATION OF THE FOUNDERS	
ANNUAL COSTS	
QUALIFICATION OF THE MANAGEMENT	
ANNUAL COSTS	
IS MANAGEMENT INVOLVEMENT PLANNED?	YES <input type="checkbox"/> NO <input type="checkbox"/>

4.2 HOW MANY EMPLOYEES WITH WHICH QUALIFICATIONS DO YOU NEED TO GET STARTED?

NUMBER OF EMPLOYEES	QUALIFICATION TOTAL	ANNUAL COSTS

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## 5. FINANCE

Plan the economic development of your company in the first three financial years in simple form. The fields in the table are filled in with the values of a sample company to give you a feel for how the individual items are valued in real financial plans.

Overwrite the sample figures and incorporate the values from your previous explanations. Play with the individual cost items to get a feel for your business model. Your company should generate a surplus by the third financial year at the latest.

	1ST FINANCIAL YEAR	2ND FINANCIAL YEAR	3RD FINANCIAL YEAR
A TURNOVER (ACC. POS. 2.4)			
B MATERIAL COSTS(ACC. POS. 2.4)			
C PERSONNEL COSTS(ACC. POS. 4.1 & 4.2)			
D OTHER COSTS (REFERENCE VALUE: 10% OF A)			
E BUSINESS EQUIPMENT(ACC. POS. 2.3)			
F LIQUIDITY REQUIREMENTS/ YEAR FROM TURNOVER (REFERENCE VALUE: 30% OF A)			
G TOTAL LIQUIDITY REQUIREMENT(E + F)			
H THEREOF OWN FUNDS (REFERENCE VALUE: 20% OF G)			
I THEREOF LOANS (REFERENCE VALUE: 80% OF G)			
J CORRESPONDING INTEREST RATE (IN %)			
K EXTERNAL CAPITAL COSTS(I * J)			
L RESULT(A-B-C-D-K)			

The above planning calculation deliberately neglects many elements of real financial plans, such as depreciation and amortization or taxes and duties. It reduces the complexity of planning to an absolute minimum and clarifies the essential economic relationships.

## 6. OPPORTUNITIES AND RISKS

WHAT ARE THE THREE BIGGEST OPPORTUNITIES AND RISKS OF STARTING YOUR OWN BUSINESS?

OPPORTUNITIES




RISKS




## 7. CONCLUSION

You have one minute to explain to a friend what business idea prompted you to set up a company. Summarize the most important elements of questions 1-7 in bullet points. Motivate your friend to invest in your business idea.

I / We have read the conditions of participation and accept them. I / We confirm that I / we have developed and described the business idea independently.

Send your competition entry as a completed and saved PDF form by e-mail to [Minde@Impuls-hamm.de](mailto:Minde@Impuls-hamm.de). Subsequent changes are not possible.

Please note the deadline for entries!

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