

# music WORX

*A project of*



*in collaboration with*



## Music WorX Pitch 2017

### 1. Basic Information

1.1 Name of Project or Company \*

1.2 Short description of the idea \*

*(max. 1000 characters)*

\* obligatory information



### 1.3 Project participants

#### 1.3.1 Contact person of the project

- Name \* *(organization, company or person)*

#### 1.3.2 Applicant

- Name \* *(organization, company or person)*

- identification number / tax number *(if company or association)*

- Street/Number\*

- City/Postal Code \*

- Telephone-\*/Fax- and mobile number

- E-Mail \*

- Homepage

\* obligatory information

## 1.3.3 Additional Contact Person for the project

- Name *(organization, company or person)*

- Street/Number\*

- City/Postal Code \*

- Telephone-\*/Fax- and mobile number

- E-Mail \*

- Homepage

## 1.3.4 Account information of the applicant

- Account owner \*

- Bank \*

- Bank code \*

- Account number \*

- BIC \*

- IBAN \*

# music WORX

## 2. Description of the business model

### 2.1 Background / Initial situation \*

*(max. 1500 characters)*

\* obligatory information

# music WORX

2.2 Idea \*

*(max. 1500 characters)*

\* obligatory information

# music WORX

2.3 Objective \*

*(max. 1500 characters)*

\* obligatory information

# music WORX

2.4 Target groups \*

*(max. 1500 characters)*

\* obligatory information



# music WORX

## 2.5 Realization \*

*(max. 1500 characters)*

Please provide a realistic estimate of the realization effort. The cost of personnel, technical effort, competences, rights and licenses

\* obligatory information

**2.6 Realization status or estimation of the time required for realization \***  
*(max. 1500 characters)*

Please provide some milestones until realization



**2.7 Market estimation (and possible competition) \*** *(max. 1500 characters)*

\* obligatory information



**2.8 Marketing and promotional activities \***

*(max. 1500 characters)*

\* obligatory information

## 2.9 Evaluation of the chances of success \*

*(max. 1500 characters)*

## 2.10 Justification of innovation potential\*

*(max. 1500 characters)*

## 2.11 Calculation

*(max. 1500 characters)*

Please indicate costs, expenses and counter-financing until market launch. Also provide a profitability forecast, liquidity planning, capital requirements and financing for three years after market launch. Please insert the calculation into a separate Excel table, please enter any explanations for calculation into this file.



**2.12 Estimation of financial development after market launch \*** *(max. 1500 characters)*

\* obligatory information



# music WORX

**2.13 Further attachments to explain the business model (if necessary longer texts, graphics or diagrams) please attach on CD / DVD or USB-Stick**

## 3. Explanation and signature

**3.1** In the interest of a transparent, citizen-oriented public administration, the cultural authority endeavors to inform the public about the use of public funds. To this end, the names of the competition winners and the award winning business models are to be published in the form of press releases as well as on the Internet and thus made accessible to the public. If your application is not one of the selected, it will not be published.

The consent of the applicants is requested for the publication of the above data. In the case of legal persons, the data may also be published without their written consent.

Date and signature

**3.2** I have read the terms and conditions of the contest and acknowledge it with my signature. I hereby also explicitly confirm that I or a person from my team will present our company at the Music WorX Day in Hamburg on 29.11.2017.

Date and signature

Please save the completed form, print it out and send it together with the printed calculation and possibly CD / DVD or USB stick with further explanations, diagrams or graphics no later than 01.11.2017 (postmark counts):

**Hamburg Kreativ Gesellschaft mbH**  
Stichwort – Music WorX Accelerator -  
z.Hd. Claudia Wondratschke  
Hongkongstraße 5 / 3. Boden  
20457 Hamburg

Please send the application form by e-mail  
[claudia.wondratschke@kreativgesellschaft.org](mailto:claudia.wondratschke@kreativgesellschaft.org)