

MUSIC WORX Accelerator 2017

1. General Data

1.1 Name of project and/or business *

1.2 Brief description of the business model *

(max. 1,000 characters)

1.3 Project participants

1.3.1 Project contact

- Name * *(of organisation, company or person)*

1.3.2 Applicant

- Name * *(of organisation, company or person)*

- ID No./Tax ID *(in case of company or organisation)*

- Street/No *

- Town/Postcode *

- Phone * Fax and Mobile

- Email *

- Website

1.3.3 Additional project contacts

- Name (of organisation, company or person)

- Street/No

- Town/Postcode

- Phone, Fax and Mobile

- Email

- Website

Optional third contact person:

- Name (of organisation, company or person)

- Street/No

- Town/Postcode

- Phone, Fax and Mobile

- Email

- Website

1.3.4 Applicant's account information

- Account holder *

- Bank *

- Sort code *

- Account number *

- BIC *

- IBAN *

2. Description of business model

2.1 Background/Initial situation *

(max. 1500 characters)

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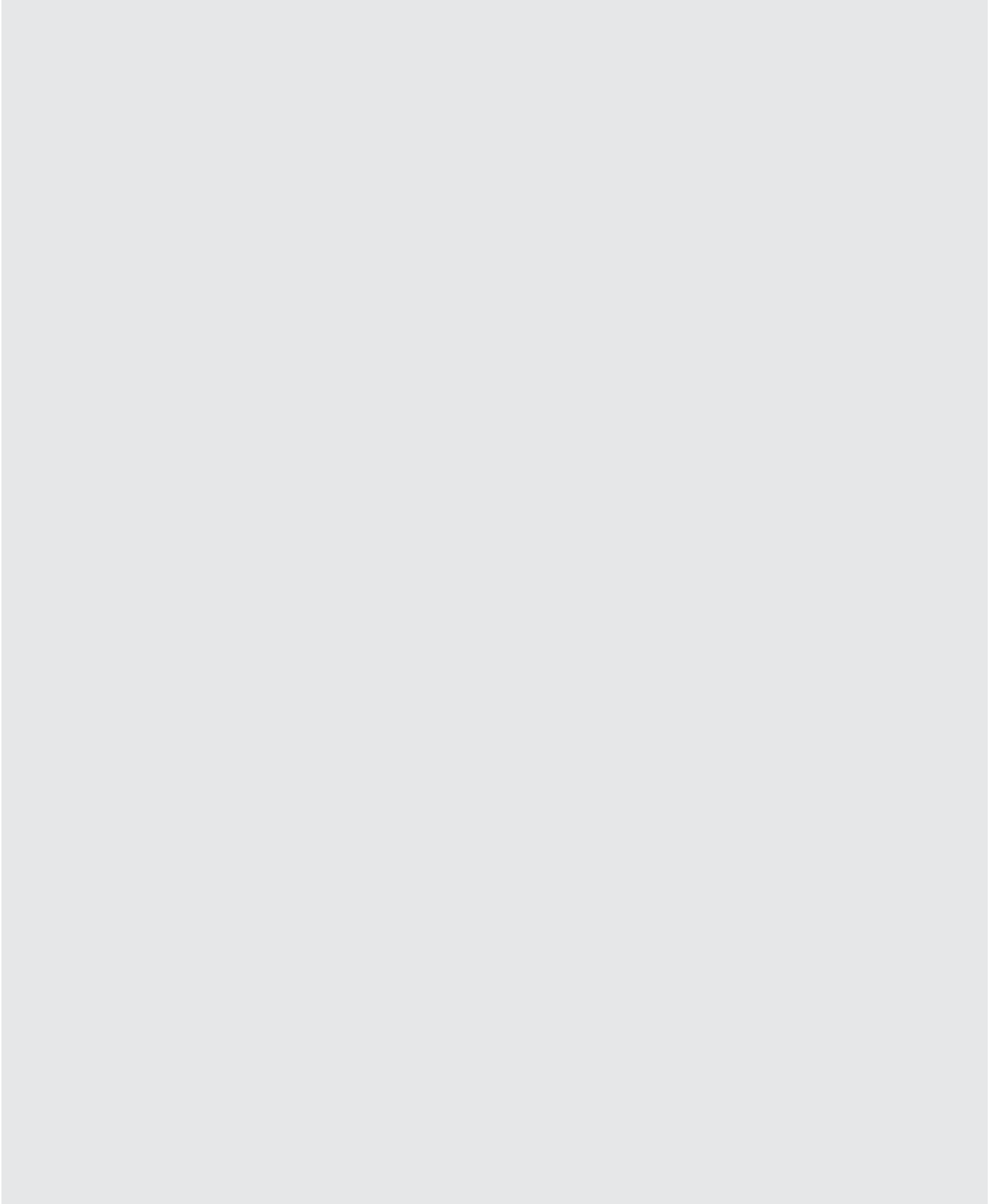
2.2 Idea *

(max. 1500 characters)

A large, empty gray rectangular area intended for writing an idea. It occupies the majority of the page below the header and the label '2.2 Idea *'. The area is completely blank, with no text or markings inside.

2.3 Objective *

(max. 1500 characters)



2.4 Target groups *

(max. 1500 characters)

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2.5 Realisation *

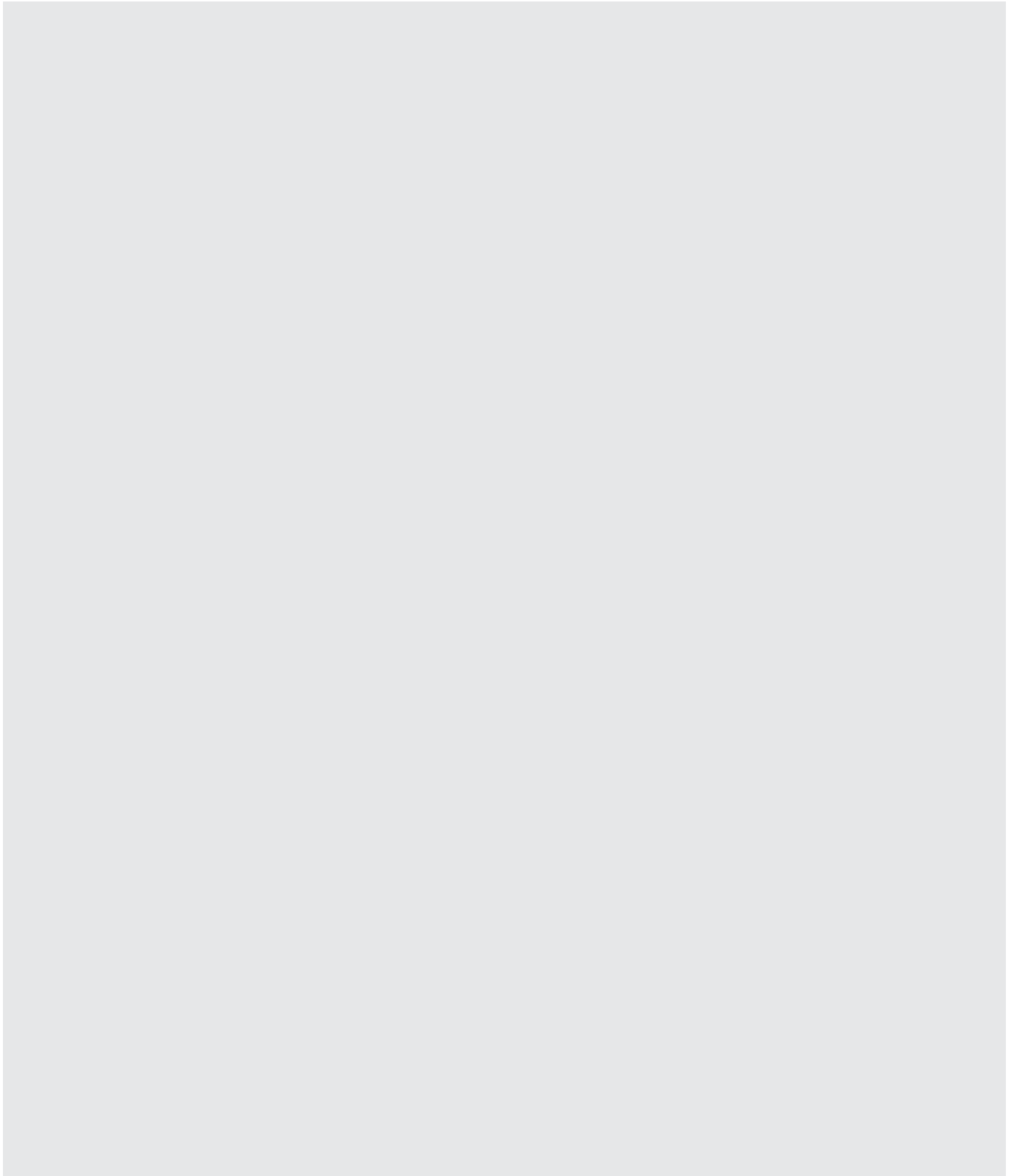
(max. 1500 characters)

Please provide a realistic estimate of the costs for realising the project, including personnel needs, technical needs, competences, rights and licenses

2.6 Realisation and/or estimate of the time required for realisation *

(max. 1500 characters)

Please provide some milestones up to realisation



2.7 Market assessment (and feasibilities studies, where appropriate) * *(max. 1500 characters)*

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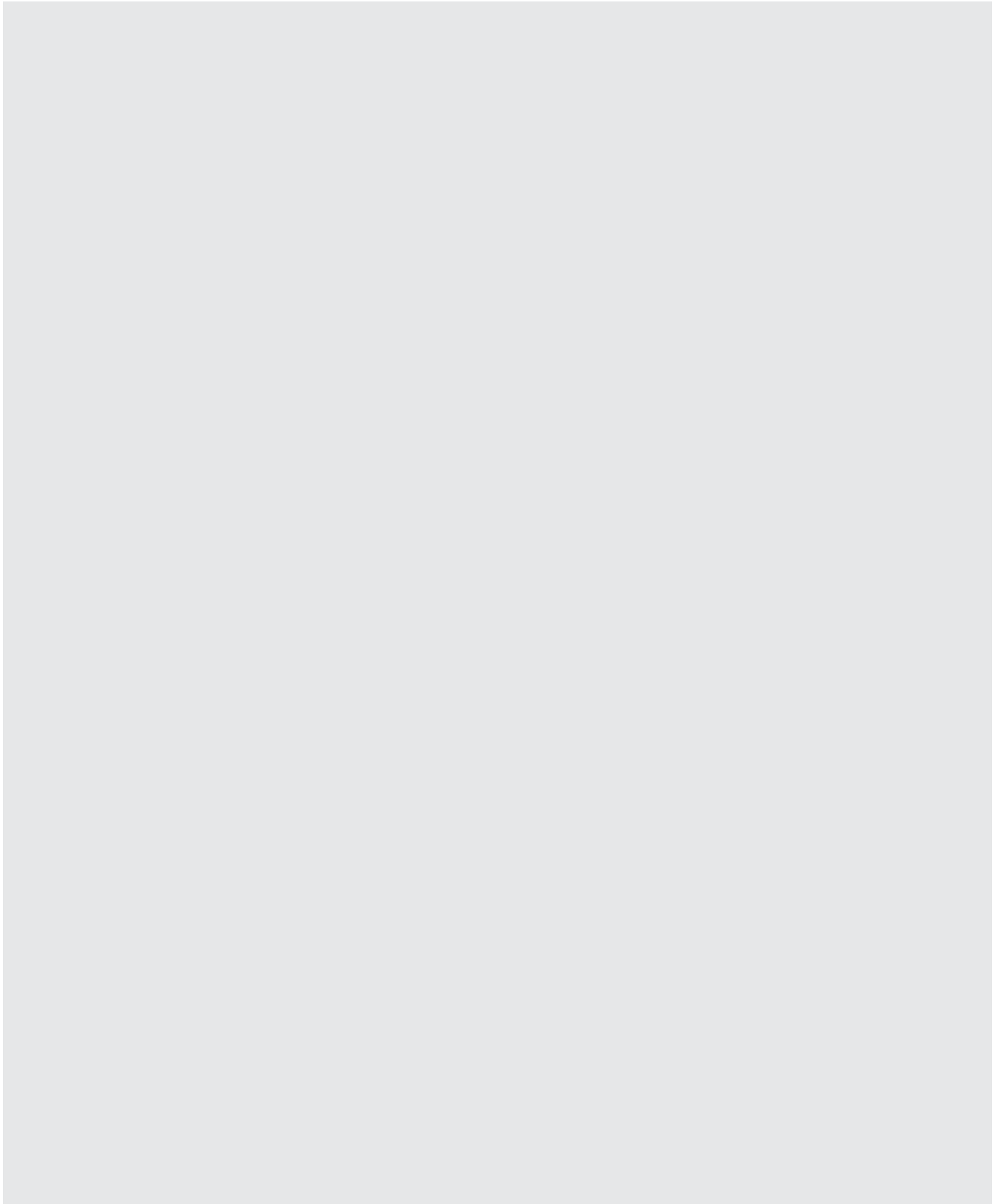
2.8 Marketing and promotion activities *

(max. 1500 characters)

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2.9 Assessment of the chance of success *

(max. 1500 characters)



2.10 Justification of innovation potential including in terms of outlook * *(max. 1500 characters)*

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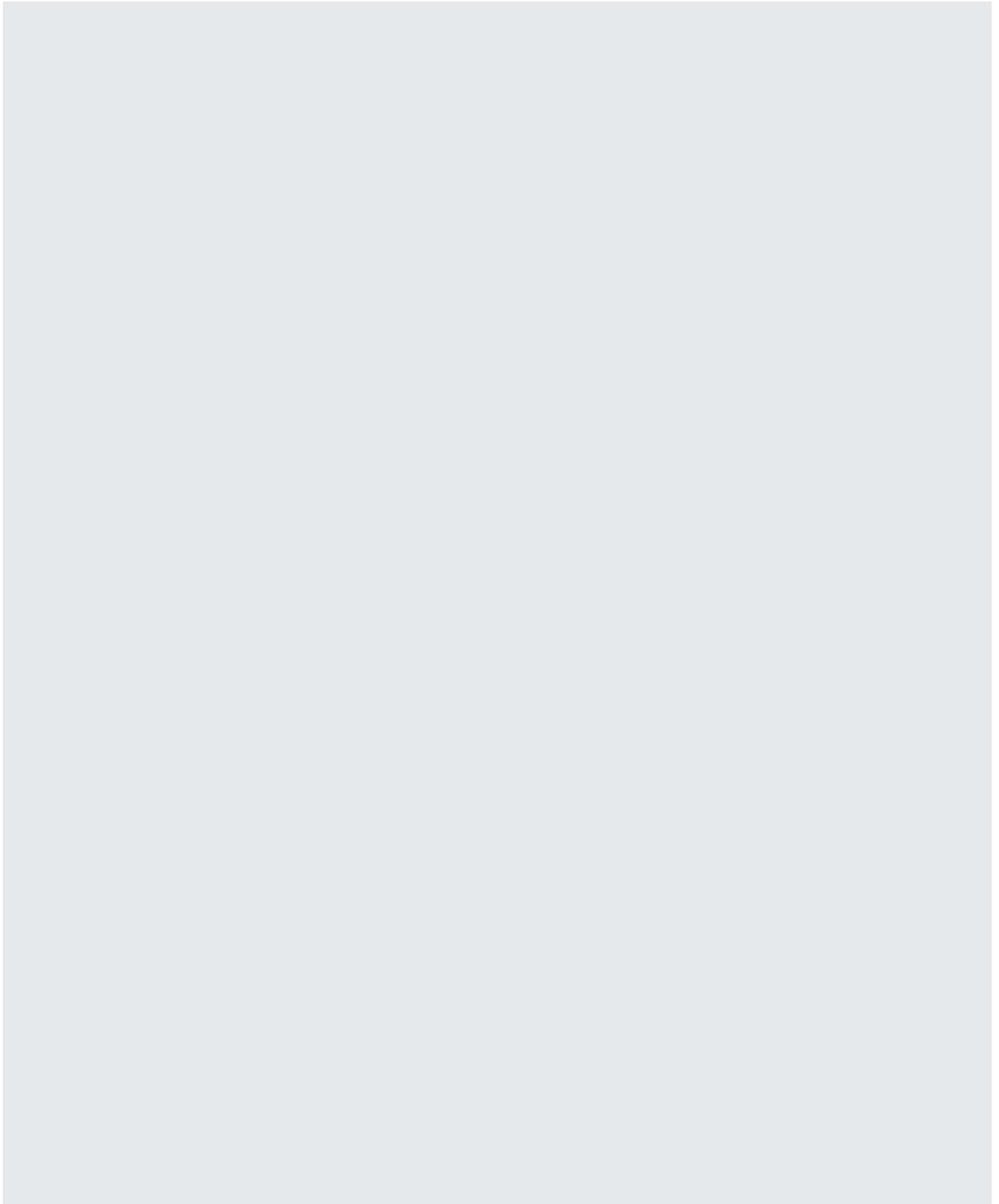
2.11 Calculation *

(max. 1500 characters)

Please indicate costs, expenses and funding until market launch. In addition, please provide a profitability analysis, liquidity planning as well as capital requirements and financing for three years after the market launch. Please insert the calculation in a separate Excel spreadsheet. Please enter any explanations to the calculation here.

2.12 Assessment of financial development after market launch *

(max. 1500 characters)





2.13 Measures *

(max. 1500 characters)

To what extent and with what measures do you plan to promote your company during the period of the Music WorX Accelerator?

A large, empty grey rectangular area intended for the user to provide their answer to the question above.

2.14 Please include additional attachments to explain the business model (e.g. longer texts, graphics or diagrams) on CD/DVD or flash drive, if needed



3. Communication Music WorX *

(max. 1500 characters)

In order to improve future communication for Music WorX, please briefly indicate how you learned about the program (e.g. through which website, by friends, newspaper articles, flyers, etc.):

A large, empty grey rectangular area intended for the user to provide their answer to the question above.

4. Declaration and Signature

4.1 In the interest of a transparent, public administration that is close to the people, the Ministry of Culture endeavours to inform the public about the use of public funds. This involves publishing the names of the competition winners and winning business models in press releases as well as on the Internet and thus making this information accessible to the public. Should your application not be one of the selected ones, it will not be published.

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

Date and Signature

4.2 I have read the terms and conditions of the contest and hereby consent to them with my signature. I hereby explicitly confirm that I am able to participate in the Music WorX Accelerator 04.09.2017 to 23.11.2017.

Date and Signature

Please save the completed form, print it out and send it along with the printed calculation and/or CD/DVD or flash drive containing further explanations, diagrams or graphics no later than 05.06.2017 (postmark counts) to:

Hamburg Kreativ Gesellschaft mbH
Jenny Kornmacher
Keyword – Music WorX Accelerator –
Hongkongstraße 5 / 3. Boden
20457 Hamburg

Please send your application form also by email to
jenny.kornmacher@kreativgesellschaft.org