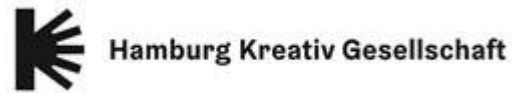


# ***music worx accelerator***

*A project of*



*in collaboration with*



## **Application Form: Music WorX Accelerator 2018**

### **1. Basic Information**

#### **1.1 Name of Project or Company \***

#### **1.2 Short description of the business idea \***

*(max. 1000 characters)*

\* obligatory information

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## **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

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## **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

\* obligatory information

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## **1.3.4 Account information of the applicant**

- Account owner \*

- Bank \*

- Bank code \*

- Account number \*

- BIC \*

- IBAN \*

\* obligatory information

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## **2. Description of the business model**

### **2.1 Background / Initial situation \***

*(max. 1500 characters)*

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**2.2 Idea \***

*(max. 1500 characters)*

\* obligatory information

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**2.3 Objective \***

*(max. 1500 characters)*

\* obligatory information

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**2.4 Target groups \***

*(max. 1500 characters)*

\* obligatory information



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## **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

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## **2.6 Realization status or estimation of the time required for realization \***

*(max. 1500 characters)*

Please provide some milestones until realization

\* obligatory information

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

\* obligatory information

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## **2.8 Marketing and promotional activities \***

*(max. 1500 characters)*

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**2.9 Evaluation of the chances of success \***

*(max. 1500 characters)*

\* obligatory information

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## **2.10 Justification of innovation potential\***

*(max. 1500 characters)*

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## **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.

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



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

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## **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 and acknowledge it with my signature.

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 17.06.2018 ( )::

**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)