



Frankfurt Forward – Startup of the Year

Application Questions

General Company Information

- Company Name
- One-sentence description of the company
- Company headquarters and ZIP code
- Date founded
- Stage (select one):
 - Seed stage
 - Startup stage
 - Emerging growth
 - Expansion
- Industry
- Website

Problem & Market

- What problem does your company solve?
- Why is now the right time to solve this problem?
- What target audience and target market are you addressing?
- How is the problem solved?
- What makes your solution unique (USP)?

Business Model & Customer Value

- What does your business model look like?
- How does your solution change your customers' behavior?

Vision, Competition & Traction

- What is your 3-year vision?
- What are your greatest strengths?
- What weaknesses do you want to address?
- Who are your main competitors?
- Which customers or partners have you been able to secure so far?

Marketing & Sales

- How do you organize your marketing and sales strategy?
- What sets you apart (e.g., patents, awards, accolades)?

Team

- What kind of experience does your team bring to the table?
- How has your team grown over the past three years?
- What makes your team unique?



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Finances

- How do you finance your operations?
- Have you raised external capital?
- What was your revenue over the past three years? (in millions of euros)
- What was your profit over the past three years? (in millions of euros)

Person of Contact

- Salutation
- Title
- First Name
- Last Name
- Email
- Phone

I am looking for (one or more options):

- Customers
- Capital
- Other

Please remember to include the pitch deck as a PDF!