

# Your innovation at a glance 1/2

Please fill out this form digitally and let us know what makes your innovation special and what makes it special. stands out from its competitors.

Project ID: „GIA2021-.....“

Project name: .....

## 1. Please provide information about your company.

Company name: .....

Company location: .....

Date of foundation: .....

Company size:

- Start-up
  Small company
  Mid-sized company
  Large company

Sales in € per year:

- Up to 2 millions
  Up to 10 millions
  Up to 50 millions
  Over 50 millions

## 2. Novelty of Innovation

How do you rate the novelty of the innovation?

- Partly new for the company
- Fundamentally new for the company
- Partly new for the industry / the market
- Fundamentally new for the industry / the market
- Partly new worldwide
- Fundamentally new worldwide

On what basis was the novelty of the innovation assessed?

- An official search - for example by the DPMA, EPO, EUIPO - was carried out.
- A search was carried out by an audited body in accordance with DIN77006/iSO9001.
- A search in relevant official databases, e.g. ESPACENET, TMview, DesignView, eSearch plus, was carried out by a specialist.
- A relevant, international search was carried out on the WWW.
- No relevant search was carried out.

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## 3. Innovative Advantage | Customer Value

Describe the innovation advantage or customer value of your product/service compared to the previous product/service, if applicable. What is new and unexpected about your solution? (max. 500 characters)

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## Your innovation at a glance 2/2

### 4. Market Potential

Explain the market potential of your solution and make a prediction: Can your innovation still reflect the latest state of development in 3 years? Why has your solution not yet been offered? (max. 300 characters)

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### 5. Competition

What is the difference between your approach and available competitive solutions? Please name the main competitors and their developments. (max. 300 characters)

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### 6. Date of the Market Launch

Name the date of the market launch or start of sales for your product/service.

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### 7. Target Group

Who is your target group? What is the relevance of your solution for your target group and what distinguishes it from other solutions from a target group perspective? (max. 300 characters)

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### 8. Design Thinking

If you have also submitted an entry for the separate, superordinate »Design Thinking« category, please explain the extent to which agile innovation methods and development processes have played a role in your project. (max. 500 characters)

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### Contact

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