**AI Ideation Program - Template for Application**

*The program within the AI.STARTUP.HUB initiative for those who want to build something exciting with AI.*

## Don’t worry - We don’t want to burden you with too much bureaucracy when applying for the AI Ideation program ☺

## We therefore tried to keep our selection process as easy as possible: Use this template to give us a short summary of what you (or your team) are trying to achieve. You will find some ideas on what such a summary could include on the next page of this template. Please don’t be too long! We feel that 1-2 pages will be enough to give us an idea of what you are planning, and you don’t have to use all the prompts on the next page either. Also, if you think a video or any other creative idea works better for you, that will work for us too!

## Once we have received your information, our jury will review it internally. If we feel that your idea is potentially worth pursuing, we will invite you for a short video call where we can get to know each other better, after which we will decide whether you will be eligible for the program - either full or part-time, depending on your situation. Don’t worry - all jurors are either part of the AI.STARTUP.HUB team ([link](https://www.aistartuphub.com/#partner)) or Start Up alumni ([link](https://www.aistartuphub.com/startups/)) from our programs, and will have signed an NDA so that your idea will stay with you.

## The AI Ideation program is part of the AI.STARTUP.HUB, which is supporting the AI ecosystem in Northern Germany - For more information please visit [www.aistartuphub.com](http://www.aistartuphub.com).

## We are proud to be funded by the EXIST program of the Federal ministry for Economic Affairs & Climate Action ([link](https://www.bmwk.de/Navigation/DE/Themen/themen.html?cl2Categories_LeadKeyword=exist))

***Name of Project / Team Members:*** *[xxx]*

*You will find below some potential prompts that you can use to describe your idea, but please try to stay within 2 pages ☺*

**Motivation**

* Why do you want to be part of this program, what are you looking forward to the most, …?

**Product / Service**

* What exactly are you trying to build, why do you want to do it with our help, …?

**Team**

* Who is working on the idea, how did you get to know each other, which expertise do you have (or may still need), …?

**Technical details & AI**

* How will AI help you solve the issue, will AI it be a key technology driver, which AI technology will you apply, do you think that your idea is feasible, … ?

**Business Idea**

* What will be the problem you are addressing, do you have an idea of the demand for your product or service, do you already have an idea of whether your technology may be economically successful (or do you want to go non-profit), what will be your competitive advantage, … ?

… and whatever you want to tell us about you or your plan!