Overview

A formal submission consists of the following parts:

1. Online application form on our newly launched web portal;
2. Upload one single pdf which contains the following documents: accompanying letter, project proposal, attachments (details below);
3. Upload the elevator pitch (details below).

The four deadlines for submission per year are final deadlines. This means that your project documentation must be uploaded on our web portal by these cut-off dates at the latest.

1. Accompanying letter

Focus your letter on the two questions:
   - How did you learn about Gebert Rüf Stiftung?
   - To what extent does your project fit in with the InnoBooster programme?

2. Project proposal

   - Please use the appropriate form "InnoBooster: Project proposal", which can be downloaded from our website.
   - Limit your project proposal to max. 5 pages – excluding the accompanying letter and attachments.
   - Proposals with incomplete information cannot be accepted.

3. Attachments

   - Brief CV of main applicant
   - Publication list of main applicant: Name your best publications from the past two years.
   - CVs of project team members
   - Provide evidence of your Venture Kick participation
   - Provide a Letter of Endorsement from a funding program such as BRIDGE Proof of Concept, Pioneer Fellowships, InnoGrant or similar to provide scientific and innovation excellence of your project
   - Provide evidence of the entrepreneurial potential through a Letter of Endorsement from (potential) customers, investors, industry partners.
   - Other attachments
4. "Elevator pitch" video: 3 minutes

4.1 Content-related aspects
– Problem: What solution do you offer for which problem? In what way is your project innovative (USP)?
– Track record: Financial support and awards, POC’s, number of employees and customers, investments.
– Potential impact: To what extent does the «InnoBooster» funding enable a faster market entry and scale-up?
– Team: Who is behind the project? Why are you the right team to bring your product to the market?
– Implementation: How do you enter which market?

4.2 Dramaturgic aspects
– Choose a suitable location/background.
– Use an attractive and understandable way to present your project.
– Show your solution/prototype/product and the members of your team.
– Show your personality and enthusiasm for the idea.

4.3 Technical aspects
– The video should be in a format supported by YouTube (standard).
– Please upload your video on the web portal.