How do I complete the *actúaupm* application form?

UPM Entrepreneurship Programme

Attention, before completing the application form, please verify that the web address through which you are accessing is:
https://www.upm.es/S2i/fdin/index.jsp?alias=Formulario18actuaupm

Please remember that the application only allows one idea per email address. If you want to apply for more than one idea, each of them must be associated with a different email address.

Please facilitate an email address that you use regularly (not necessarily an UPM email, can be any other) as it will be the contact email that we will use for all the communications of the 18th actúaupm.

In addition, we have posted a template in Word format with all the sections of the application form, in case you want to work offline before completing the application and validating it.

Keep the code that the application gives you as it will be used during the Competition for communication and reference of the project.

If you have any questions or doubts, you can contact us by email at creacion.empresas@upm.es

Deadline to complete the application until 23 March 2021 (until 23:59).

UPM Entrepreneurship Programme Team

How to fill in the application form?
First of all, the application form is about defining the business idea. In this first phase we do not ask for a detailed document, because we will have time for that in the Competition. We simply ask for a brief, clear, concrete and concise description of the idea. Make it easy to understand.

In this phase of the Competition we will value innovation, the differential factor of the idea, the possibility of implementing the project by your own means (at least at the beginning), that the team has training and/or experience related to the idea to implement it, the potential for growth and a team that is as balanced as possible.

We are not saying that you should not be ambitious, but that you should be able to take the first steps with the right team.

In any case, you can always attend the workshops that we organize at the University centres, visit the http://actuaupm.blogspot.com in the FAQ section or send any queries to the email address creacion.empresas@upm.es

Brief description of the idea:
This information may be used for promotional purposes. Describe your idea well, avoiding including confidential information in this section. Be clear and concise, the important thing is that anyone not involved in the project or an expert on the subject can immediately understand the value proposition you are making, if necessary, use illustrative examples or analogies to correctly define the usefulness of the idea.

Remember: after this point, all the information you share is confidential

Problem / solution / customers / competitors:
- Don't think about what you offer. Think about what the customer needs, what problem you solve and who would be interested in paying to have it solved.
- Differentiate between users and customers. The customer is the one who pays.
- What is the market potential. How are you going to quantify it?
- Who makes the buying decision
- Who is your principal competitor?
- Have you identified a market niche that is not completely covered?
- Give an example (use case) of your product or service for a better understanding.

Business model:
- Define what you are going to sell, if it is a product, a service or both.
- Indicate where your revenues will come from. How you are going to earn money and monetise the business.
- What do you think your sales and distribution strategy will be like?
- How will you go to market, at least initially?

Competitive advantages:

How do I complete the actúaupm application form?
UPM Entrepreneurship Programme

- Why are you different? What makes customers choose you over your competitors?
- Will you be able to preserve that advantage?
- Determine the risks that are coming.

Implementation:
- Do you have a prototype or a demo of the product? Do you have anything that can indicate that what you are proposing might be viable?
- Do you already have any customers, have you at least identified them and are there any possible agreements with them?
- Have you created the company or do you plan to do so?
- Please, indicate here only what you have achieved, not what you plan to achieve in the future.

What do you need to start? What can you obtain by your own resources?
- Make a brief evaluation of the necessary resources to start your activity.
- Analyse what you can achieve on your own and what resources you have.

Why do you think you are best qualified to execute this idea? How will you implement your project?
- What makes your team special and unique?
- Identify the skills you have to execute this idea
- Why is your idea different from other ideas?

How do you think participating in this programme will help you achieve your objectives?
- Why have you decided to enter the Competition? What are your motivates?
- What do you think will make you better?

Other comments. You can add additional information here if you wish

CV of the participants:

In this section you should include the contact information and UPM position of all team members (if a member is external, he/she can also leave his/her data) and an updated CV with photo. In this CV emphasize those aspects that make the project stronger.

Please, put as a contact email address one that you use regularly so that, for communication purposes, there are no problems.

How do I complete the actúaupm application form?
UPM Entrepreneurship Programme

In the section on the role in the project:
Promoter is the person we will consider as the reference in the Competition.
Participant is a member of the Project.
In addition, add the contributon of each member of the team. What does this person bring to the Project? Think that this point will add value to the business idea?

IT IS IMPORTANT THAT YOU INDICATE THE CONNECTION YOU HAVE WITH THE UPM DURING THE ACADEMIC YEAR 2020/21.

Attachments (not necessary, but if you want to add additional information, you can do so here)

THE BUTTON: GUARDAR DATOS is the one you should use to save the changes you make in the application form, and then continue working on it.

THE BUTTON: CERRAR SOLICITUD DEFINITIVAMENTE is the one that will complete and close the application at the 18 actúaupm Competition. Make sure you have included everything you want to include, this is the "no return" button.

NOTES:
1. Consider that the application form is a declaration of intentions about the idea. Complete all the sections, and don't worry if you can't fill in any of them with certainty at the moment. The important thing is to see the potential of the idea, your compromise and to be able to explain what problem it solves. In the following phases, we will work to complete all these items.

2. To complete the application, you must:

   a. Complete the online application form.
   b. Attach the scanned DNI or passport of each of the participants to the application, which is an essential requirement for completing the inscription.
   c. The application form will be registered in the Competition, at the moment that the completed application is validated (in the next button: CERRAR SOLICITUD DEFINITIVAMENTE). Please, conserve the key that the application gives you, this is very important because it is the project number that we will use to contact you. Any questions about this: creacion.empresas@upm.es.

3. Only for promotional purposes of the UPM, we can use the title of the project and the brief description presented of the project.

4. All contacts will be used exclusively for communication purposes from Innovation and Entrepreneurship UPM.

actúaupm Team

How do I complete the actúaupm application form?
UPM Entrepreneurship Programme