



AU INCUBATOR
AARHUS UNIVERSITY

THE EUROPEAN UNION



The European Social Fund

Investing in your future

midt
Central Denmark Region



SIGNUP FORM

LEAD-IN / INDIVIDUAL



AARHUS UNIVERSITY



SIGNUP FORM LEAD-IN (INDIVIDUAL)

Please note: You can only sign up for LEAD-IN if you are currently a student at Aarhus University.

Please read the information below thoroughly before signing up.

Practical information

The LEAD-IN course is held three times each year and consists of five workshops.

Deadlines for signup and workshop dates can be found at:

studentervæksthus.au.dk/en/lead-in-workshops/signup-for-the-lead-in-workshops

Please make sure that your team is able to attend the workshops before signing up and save the dates.

All workshops are held in the AU INCUBATOR at Møllevangs Allé 142, 8200 Aarhus N from 2-5 PM. Between each workshop there will be home assignments (duration minimum 1-2 hours/week).

Cancellation

If you regret signing up for LEAD-IN please let us know as soon as possible and no later than 3 weeks before the workshops start, so we can offer your seat to someone else.

All workshops are mandatory, unless you are required to attend lectures, classes or exams. If one or more team members are unable to participate in one of the workshops, **please let us know no later than three days in advance**. If one or more team members are unable to participate in more than one workshop, we advise you to sign up for another course – or contact us for a discussion of your situation. If you are unable to participate due to illness, let us know as soon as possible. Cancellation should always be sent to the e-mail below or to one of the workshop facilitators (you will receive their contact information right after the signup deadline).

If cancellation rules are not respected or your absence is due to something other than study activities or illness, we interpret this as lack of interest and you will be unsubscribed from LEAD-IN, thereby losing the option to join the incubator and apply for our programmes. You are, however, welcome to apply for another LEAD-IN course with the same or a new concept.

Once you have completed LEAD-IN, you can apply to join the AU INCUBATOR over the next three application rounds (meaning that a completed LEAD-IN course is valid for approx. 10 months).

Please fill in the form below and send it to our project coordinator Annette Braad Christensen, **abc@au.dk**

1.

FACTUAL INFORMATION

Name:

E-mail:

Mobile:

Nationality:

Field of Study:

Faculty:

Semester:

Study number:

Idea/business name:

Website:

Where have you heard about the AU INCUBATOR and LEAD-IN?

2.

IDEA

Please answer the questions below:

What is your idea?

(If you have more than one, please choose the one that you are most excited about)

Why is this idea important to you?

What do you wish that you have achieved when the five workshops are over?
(Name three specific outputs)

How long have you been working on your idea?

Provide your best bet to the following:

N

NEED

My customer's/user's problem/need/wish is:

A

APPROACH

This is how I am going to solve the problem/cover the need/fulfil the wish:

B

BENEFIT

My customer/user will experience the following advantages by using my product/service (e.g. economic benefit, time saving, value, service etc.)

C

COMPETITION/ALTERNATIVES

My competitors are.../alternative solutions to solve the problem/cover the need are: