# Guide for your application

You must have a Swedish personal number or co-ordination number and a Swedish bank account when you submit your application.

The application submitted should be **no longer than two pages** (including table below). Hence, this section “Guide for your application” should be deleted before sending in your application. You should use the font Cambria with a minimum font size 10. **All text marked in blue** in this document should be removed before sending in the application (except for headings and table below).

Below you see a number of questions which the jury thinks are important in their assessment that you should answer. You are free to dispose of your two pages as you like.

Your application will not be processed if you do not keep to the format requirements above. If it later turns out that the information you have provided is false we may withdraw a potential Leapfrog cheque.

The application must be saved as a PDF (2 pages maximum) and uploaded **no later than 19 March at. 23:59** on Younoodle.

• In order to upload the PDF, you must first create an account on Younoodle.com

• Once you have created a Younoodle account, you must login and paste the following link:

<https://beta.younoodle.com/client/entry-rounds/leapfrogs_2017/apply>

Good luck with your application!

|  |  |
| --- | --- |
| **Name and surname** | **Personal identity number/Co-ordination nr** |
| **Project name** | |

# Your application

## My idea

*In order to describe your idea we would like you to use the NABC model as described below.* *You can download the document "NABC helpful information" on Leapfrogs website.*

**Need**

*What need or problem does your idea solve?*

**Approach**

*What is your unique approach to solve the problem? How are you planning on generating profit?*

**Benefit**

*What advantage does your idea have compared to existing solutions? Why would someone be willing to pay for your solution?*

**Competitors**

*Are there any competitors? What are the alternatives/substitutes to your solution?*

## About yourself

*The Leapfrogs cheque is handed out as a scholarship and therefore we put as much emphasis on your personal qualities, experiences and motivation. You are not required to have experience of running a company but it is important that you can show that you have an entrepreneurial drive.*

**Your experiences**

*Describe your experiences that you consider important for the success in the development of your idea.*

**Your team**

*Is there anyone else besides you involved in your idea? What competences do they have? What competences are lacking?*

**Motivation**

*Write a short motivation to why you should receive a Leapfrogs cheque.*

## The project

*The Leapfrogs cheque is aimed at letting young students try what it would be like to be an entrepreneur and also the possibility to test the potential of your ideas. The project can be in different stages of development, however it is important to demonstrate that a potential cheque would make a difference and that there is an ambition to pursue a long term project. We would like the following to be answered:*

**How long have you been working with your idea?**

**Have you started a company based on your idea? If so, provide name and org. nr**

**Have you had any revenue (i.e. sold anything?) If so, for how much?**

**Provide three goals you aim to achieve during three months?**

**Where do you see your project in one year from now?**

**In what way would the Leapfrogs cheque make a difference in the development of your idea?**

**Have you been in contact with any support organization in the innovation system? If so, which one? Provide a contact reference if you wish.**

*This is not a requirement to receive a cheque.*