# Guide for your application - 2020

Read these guidelines thoroughly before writing your application.

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

The application submitted should be **no longer than 1000 words** (including table below and headings). Hence, this section “Guide for your application - 2020” should be deleted before sending in your application. You should use the font Cambria with font size 12. You don't have to use all 1000 words, try to be concise and clear.

The application is individual and should be written by you only. If you are two, or more, members from the same project applying for the scholarship, we recommend that you do not use the same text in the application. The scholarship is awarded to individuals, not to projects. It is not guaranteed that all people from the same project are awarded the scholarship since the applications are assessed individually.

The application will be identified by your student identification:

|  |  |
| --- | --- |
| **University** | **Student identification exempels** |
| Lund University | Student ID: dat17ape |
| Malmö University | DatorID: ap1234 |
| Blekinge Institute of Technology | Student account: ANPE22 |
| Kristianstad University | Student account: ANPE22 |
| SLU Alnarp | AD-student account: abcd0001 |

**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. You should answer these questions, but you are free to dispose of your 1000 words as you like. Read the documents “Application criteria 2020” and “Obligations 2020”.

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 (1000 words maximum) and uploaded **no later than 8th of March at. 23:59** on Younoodle.

• Name your document studentidentification \_Leapfrogs2020

* 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://platform.younoodle.com/client/entry-rounds/leapfrogs_2020/apply>

Good luck with your application!

|  |  |
| --- | --- |
| **Student identification** |  |
| **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 for further information.*

**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? What is it that would make someone be willing to pay for your solution?*

**Competitors**

*What competitors are out there? What are the alternatives/substitutes to your solution? Describe them!*

## About yourself

*The Leapfrogs cheque is handed out as a personal scholarship and therefore we are also interested in 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 far have you come in the project so far?**

**Provide three (3) goals you aim to achieve with your project during three summer 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?**

**Describe the project's connection to the Global Agenda 2030 goals:**