

HORST RAUCK GRÜNDERPREIS



HORST RAUCK FOUNDER AWARD

The Friends of DLR Association presents the Horst Rauck Founder Award, worth €3,000, in memory of their late former chairman Horst Rauck.

The award acknowledges entrepreneurial spirit at DLR and recognises the courage and drive of start-up founders. They are honoured for their innovative thinking, entrepreneurial approach and willingness to take risks in implementing a business idea based on DLR technology by setting up a spin-off company.

The focus is exclusively on young start-ups: at the time of applying, the company may have engaged in some initial marketing but products will not yet have been launched for series production. The company must have been founded for the purpose of transferring technology and expertise from DLR to market-ready products or services.



Applying

Applicants are asked to electronically submit a pitch deck (PowerPoint or similar) of 10–15 pages as a PDF file, as well as their extract from the commercial register. The pitch deck is the sole basis for the jury's evaluation. Applicants are therefore asked to address all the selection criteria in their presentation in sufficient detail and in a way that is understandable for those unfamiliar with their project. The closing date for applications is 30 June 2021. Only applications received by email to startups@dlr.de by 23:59 on 30 June 2021 will be considered.

Eligibility requirements

The following eligibility requirements apply for the *Horst Rauck Founder Award*:

- Spin-offs from DLR are eligible (legal structure: partnership/corporation) and must be entered in the commercial register.
- The company must not be more than five years old at the time of the application deadline (according to the commercial register).
- The company must be based on DLR technology and expertise, offer products/services developed on that basis and thus serve to transfer knowledge and technology from DLR into the market.
- The company must already be active and be offering its first products or services in the market.

Selection process

The submitted applications are collected by DLR Technology Marketing and assessed by a six-person jury consisting of three participants from DLR and three external jury members (likely to be from the High-Tech Start-up Fund, the GATEWAY Start-up Service of the University of Cologne and NUK (Neues Unternehmertum Rheinland e.V.)) based on the selection criteria listed below. The three best-ranked applicants will then have the opportunity to make their pitch in front of the jury. The results of the assessment and a recommended winner are then sent to the Board of Directors of the Friends of DLR Association, which is responsible for deciding the winner on the basis of the selection criteria.

Selection criteria and weighting:

- Significant customer benefit/problem solving (20%)
- USP and competitive advantage (20%)
- Competence and engagement of the founding team (20%)
- Scalability and attractiveness of the market (10%)
- Business model and business development strategy (10%)
- First pilot customer or product on the market (10%)
- Foundation for social benefit (5%)
- Informative value and state of the presentation (pitch deck) (5%)

If two candidates are tied, preference will be given to companies with a licence agreement with DLR.

This year's *Horst Rauck Founder Award* is expected to be given at the DLR Annual General Meeting on 2 December 2021 in Göttingen. The founders will be awarded the prize money in person. Application documents will be treated confidentially. The winners will be announced publicly.