**Criteria & Guidelines – AtlasInvest Entrepreneurship Grant**

Target groups: BSc & MSc students, alumni (within 5 years of graduation) and PhD (Postdoc) of WUR.

**All candidates:**

* Are active in the WUR domain
* Have an idea for a product or service that is innovative and new to the market

**For applying to the Start-up Award, participants must:**

* Have a business (legal entity) or will establish one within 6 month
* Have customer validation and market traction shown
* Have growth potential for the market validated
* Have no major investments (>100k€) raised or received

**For applying to the Impact Award, participants must:**

* Demonstrate environmental and/or social impact, following SDG criteria
* Have a business model for profit, not for profit, or hybrid
* Show active involvement in key partner validation and proven interest from potential users.
* For profit initiatives: no investments >100k€ raised or received

**Note:** Applying for a second time is possible.