

DTU SKYLAB STARTUP DESCRIPTION TEMPLATE

> SKYLAB INCUBATOR

This is the DTU Skylab template and guide for your **3-page** startup description you need to upload when you apply to enter **Skylab Incubator**.

NOTE: Page 1+2 is the same for Skylab Ignite, Skylab Incubator, European Venture Program and Skylab Funding

General pointers for your application

- *FORMAT:* Portrait oriented A4 pages with normal formatting and margins **in PDF** (not .doc, .ppt, etc)
- *PAGE LIMITATION:* Please respect the page limit – if you go over it counts negative.
- In some cases, you can add simple appendixes, but do keep it simple; it is not more space for startup description. A good example is a rendering of your product or user test photos, but we do not want to see a lot of renderings from different angles.
- Please describe your startup project as brief, accurate and captivating as possible. Do not burst out a flamboyant (=suspicious) sales pitch but also do not hesitate to think big!
- Include photos of e.g. prototypes or users/customers, and graphs/graphics/timelines as you wish.
Note that these count toward the total page count!
- **DTU Skylab values impact!** Throughout your application, in an honest and realistic fashion, please make it clear how your project societal and public benefit (samfundsnytte). Does the project have an ambition and potential to have a positive impact on the environment or society? How do you address the SDG's? Is there potential to create employment or empowerment of large groups of people?

We are looking forwards to seeing your application – GOOD LUCK!

PAGE 1+2: Startup Description

(or Executive Summary)

We encourage you to address the following steps a-f. The order suggested here has a good flow but feel free to arrange it like you want.

Content – what you need to describe

a. Business Idea

- Vision – what do you want to achieve of impact now and in the future?
- A description of your customers and other stakeholders and the problem they have
- Your solution (your product or service, not too technical or detailed) – how does it work?
- Value Proposition – what is the value you create for your customers, why do they buy your product or service? Try to be specific and concrete – quantify if possible (10x).
- Business model, how you make money

b. Market & Competition

- Back-of-the-envelope and bottom up Total Addressable Market (TAM) calculation (formula: #customers who could potentially buy X price per sale)
- Competition, who are your competitors and how do you differ and beat them?

c. Traction

- Accomplishments like sales, LOI's, partnerships, investments, tested prototypes (PoC), surveys, awards, patents/IP, competitions, press etc.
- Is it evident that the world want and believe in your business, value prop and team?

d. Roadmap

- Your rough development plan, with major milestones and goals, the next 2-6-12 months? Needs to include more than just the product development and technology, but also the business side.

e. Team (we encourage diverse teams regarding competencies, gender, etc)

- Who is on your team and why are they important? (competencies, experience, network) What is the role of the team members?
- What is your plan to develop and expand your team? What profiles are the next to be added?
- Do you have key advisors or even an advisory board?
- Why can you make this project happen and succeed?

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Skylab Incubator: Your engagement and needs

(Do not use excess space on this page for previous section's content)

1. **Ownership:** Who owns the company? Are there external owners not on the team? It is ok if it is not completely clear yet and if you do not have a registered company, just let us know where you are
2. **IP Rights:** Does the team have rights to the technology? E.g. do you have a patent or do you build on other's patent?
3. **Engagement:** How much time do each team member spend per week on the project? Now and the next 3-9 months.
4. **Desk need:** How many permanent and/or flex desk spaces do you need? Ideally and minimum? Now and the next 3-9 months
5. **Goal:** What is your goal(s) during your stay in the Incubator? What is your exit goal = where do you want to go after and when? (fx Innofounder, Danish Tech Challenge, grants, etc)
6. **Support need:** What do you especially seek to get help with during your stay in the Incubator?
7. **Developer Hall:** Are you in or applying for being in the Skylab Developer Hall as well?