IGNITE DIALOGUE TOOL wiki

**Market Validation**
- **Pain**
  - What is the problem that you are solving?
- **Customers**
  - Who are paying for your product/service? The users or others? What do you know/need to find out about them?
- **Revenue Model**
  - How are you making money? Direct sales, subscriptions, data, there are hundreds of different models.
- **Market Estimations**
  - Paint a picture on the potential based on what you know or guess. Estimate the size of your market in numbers, number of users, prices and costs. Rough estimates and qualified guesses are ok and better than nothing as long as you present them as such.
- **Competitors**
  - Anyone doing the same as you or something different that still captures your customers or users? How big is the threat and how are you going to deal with it?
- **Users**
  - Who are going to use your product/service? What do you know/need to find out about them?

**Launch**
- **Production**
  - What are you going to produce your product, software, etc?
- **Scalability**
  - What happens when you scale up production, marketing? Can you scale into other target groups or technology/user/market domains?
- **Internationalization**
  - What happens when your business go across borders? Different regulations, competition, culture. What happens when you produce in another country or hire employees in other countries?
- **Marketing**
  - What is your strategy? Target group? Channels? Budget?
- **Sales**
  - Who are your first customers, what are you going to sell to them, and how?

**Organization**
- **Team**
  - Do you have the right competencies on your core team? Experience? Network? Does your team act and work desirably in relation to e.g. customers, partners, or investors? Is the team aligned internal and is there the right atmosphere? Are the team roles defined and agreed on? Is there a CEO and does this person lead the right way?
- **Partnerships**
  - Who are your essential core partners, e.g. subcontractors, other startups, large corporations, other organizations, university?
- **Network**
  - Who do you need to have in your network and how can they help you? How do you reach them?
- **Budget**
  - What are you going to need to spend money on in the near future, e.g. 2-12 months, and how much? Testing, prototyping, equipment, offices, traveling? What is the purpose of these costs?
- **Funding**
  - What kind of funding are you pursuing? Why? When and where? What do you need to qualify for? This funding?
- **IP & Legal**
  - Any intellectual property (patents, copyrights, trademarks) you need to consider yours and/or others? Are you dealing with legal issues of importance? Do you have a plan for these things? Do you know where to get help for this?

**Product/Service**
- **Data Generation**
  - Data is key to most startups. Either you build your business on assumptions from collected data, or maybe your startup will get access to data about your customers, that can be used to develop your business further. Establish how you are using or collecting data in your startup.
- **Equipment & Facilities**
  - What do you need to continue your development and testing? What do you have access to and where can you get what you don’t have? Costs?
- **Tests**
  - What do you need to validate and which tests do you need to do and in what order? What is the desired outcome of the tests? How do you get to the point where you can do the tests? Costs?
- **Prototype/MVP**
  - Do you have a prototype, and if not, what does your prototype need to do? And what is not important that it does right now? What is your Minimum Viable Product i.e. the most important thing you can test first?

**Tool Box**
- **Project Name**
  - Obviously you need to have the perfect name that is unique, understandable, searchable, memorable, and that people can spell.
- **Slogan**
  - Just do it!
- **Oneliner**
  - Be able to orally or in text pin down the very core of your project.
- **Short Description**
  - In textual. Describe the core of your startup in 300 character description. Used for lists of startups on websites and lists for startup fairs and of course have a quick and precise answer if someone asks you: What do you do?!
- **Two-Pager/Executive Summary**
  - This is a good base for applications for funding, incubation, accelerators, etc. It describes the project, the team, and the feel free to use the Ignite Two-Pager Template.
- **Oral Pitch**
  - Prepare a 20 second and 1-2-3-4-5 min oral pitch. Are you ready when investors, judges panels, or customers ask you do this, or you meet them in the hallway?

**Notes**
- For templates and examples go to: skylab.dtu.dk/toolbox

**Road Map**
- A timeline with the most important milestones of your development the next, say, 4-24 months. Use this to give yourself and others a quick overview of your process. Update regularly as your plans change. Important part of presentations and two-pager:

**Milestones**
- **Dates**

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