**DTU SKYLAB STARTUP DESCRIPTION TEMPLATE**

**This is the DTU Skylab template and guide for your 2-page startup description you need to upload when you apply for Skylab Funding, Skylab Ignite Accelerator, Skylab Incubator or Skylab Pilots.**

**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 2-page limit – we reserve the right to reject application that exceeds the limit.
* Please describe your startup project as brief and accurate as possible.
* Include photos of e.g. prototypes or users/customers, and graphs/graphics/timelines as you wish.  
  **Note however that these will be counted in the 2-page limit!**
* A budget is **only required** if you apply for Skylab Funding. The budget is not included in the two-page limit
* **DTU Skylab values impact!** If yourproject has an ambition and potential to have a positive impact on the environment or society, please make it clear in your application.

**Startup Description**

**Please describe:**

1. **Your Business Idea**

* Vision: What will be the impact (societal, environmental, economic) of your project, now and in the future?
* The pain: What is the problem you are trying to solve and who are your customers?
* Your solution: Describe your product or service, but make it short and not too technical.
* Value Proposition: What is the value you create for your customers? Why will they buy your product or service? Be specific and quantify if possible.
* Business model: How will you make money?

1. **Market & Competition**

* Describe the market for your solution; How big is the market, how large a market share is realistic for you to take? Why?
* What’s the expected price of your product?
* Who are your competitors and how is your solution better?

1. **Traction**

* State your accomplishments such as sales, LOI’s, partnerships, investments, tested prototypes, surveys, awards, patents/IP, press etc.
* Did you already talk to potential customers? What was their feedback on your solution?

1. **Roadmap**

* Your rough development plan, with major milestones and goals for the next 6- 12 months.

Remember to include both product development and commercial goals.

1. **Team** *(we encourage diverse teams, both in terms of competencies, gender, background etc.)*

* Who is on your team and how do they contribute? (competencies, experience, network)
* What is the role of each team member?
* What is your plan to develop and expand your team? What profiles are the next to be added?
* Do you have any key advisors or an advisory board?
* Why can you make this project happen and succeed?

1. **Budget** (*ONLY relevant for applications to Skylab funding*)

* Please include a budget specifying the amount you apply for (max. 150.000DKK) and detailing how you will spend the money.