



# 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 or Skylab Incubator**

## 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 briefly and accurately 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!** Describe in the application how your project has the potential to positively impact society.



# Startup Description

Please describe:

**a. Your Business Idea**

- Vision: What will be the societal impact of your project, now and in the future? Have you e.g. considered [universal design](#)?
- The pain: What is the problem you are trying to solve and who are your customers?
- Your solution: Describe your product or service and how it works.
- Value Proposition: What is the value you create for your customers? Why will they buy your product or service?
- Business model: How will you make money?

**b. Market & Competition**

- Describe the market for your solution; How big is the market, how large a market share is realistic for you to take? Explain why!
- What's the expected price of your product and what are your expectations in terms of revenue?
- Who are your competitors and how is your solution better?

**c. Traction**

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

**d. 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?
- Describe how your team is diverse
- 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?

**e. Roadmap**

- Your rough development plan with activities and goals for the next 6- 12 months.  
Remember to include both product development and business development goals.

**f. 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.