



Design Terminal Mentoring Program

Onepager template

Application criteria

For you to get selected for the program you need:

- a finished, or almost finished prototype
- a business that targets the international market
- a team with at least two people who are determined to work full-time on the project
- 1-2 team members who can dedicate their time for the entire length of the program
- a founding team with sufficient business and technological expertise
- bonus point if your startup solves a social issue

Guide to preparing a business concept

On the following page, you will find a template and guide on how to create a one-pager for your business. Your task is to prepare a business concept by filling out the spaces provided in the template, and then convert it to PDF for submission. Please keep your application document to 1 page! For a successful application, you must also fill out the application form by clicking the „Apply” button on the program’s website.

If you have any questions you can contact us at mentor@designterminal.org.

Picture of your product, or a picture that helps us understand your product/service.



Project Name

Name: Sample Sarah

Email: sample@xyz.hu

Phone: +12 34 567 8912

Presentation of the business idea in one sentence/line (one-liner)

Industry: Explain in one word!

Current status:

Where is the product/service development now?

Next steps:

What you want to achieve during the program and where you want to be by the end of it?

Sources:

What resources would you need to reach the next level?

The problem

Explain the problem you are solving and whose problem you are solving! Summarize in 1-2 sentences!

Target market

Describe the target market of your idea, how big the market is currently and who would be your customers. Summarize in 2-3 sentences maximum!

The solution

Describe your product/service, why it is useful and how it could benefit society. Summarize in 2-3 sentences maximum!

Competitors

Introduce your competitors, what are the current solutions to the problem. Summarize in 2-3 sentences maximum!

Competitive advantage

Describe your main differentiating features, what it is that you can innovate compared to others. Summarize in 2-3 sentences maximum!

Business model

Describe how would your company work, how you plan on making money. Summarize in 2-3 sentences maximum!
E.g: A subscription-based company that sells a product or service on recurring, ongoing basis. The income comes from regular, monthly subscriptions.

Creator of the idea



XXX

The competence and role of the idea owner/founder

Team description

If you have a team, introduce them!
How many of you there are, what roles they fill and how they contribute to developing the product/service. If you don't have a team, leave this part empty.