

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 o 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** .

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

**Email: sample@xyz.hu**

**Name: Sample Sarah**

Project Name

logo

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

**Phone: +12 34 567 8912**

# 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.

**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?

**Creator of the idea**

**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.

**xxx**

The competence and role of the idea owner/founder

