

Call for Ideas

Guidelines to the abstract structure

(1) Title (Mission Statement)

The title of the abstract should reflect the content as well as possible.

(2) Introduction

- Brief introduction of the startup and the innovation presented
- Highlighting the problem or need that the startup addresses
- Justification of the relevance and topicality of the topic

(3) Company profile

- Brief overview of the founding history and background of the startup
- Presentation of the founding team and their qualifications
- Indication of the current status of the company

(4) Problem description and objective

- Detailed description of the identified problem or need in the market
- Clear definition of the startup's objective and how the innovation contributes to the solution

(5) Solution approach

- Description of the developed solution or technology
- Highlighting the unique selling points and innovative aspects
- Description of how the solution approach effectively addresses the identified problem

(6) Technological aspects (if relevant)

- Explanation of the technologies used and how they work
- Discussion of the scalability and flexibility of the technology

(7) Market potential and target group

- Analysis of the market potential for the innovation presented.
- Description of the target group and its needs.
- Assessment of the competitive situation and positioning in the market

(8) Opportunities and challenges

- Assessment of potential opportunities and growth prospects

(9) Successes and references (if available)

- Presentation of previous successes, partnerships or customer references
- Mention of awards or recognitions

(10) Outlook and conclusion

- Outlook on future developments and planned milestones
- What is the big goal?