



## **One Pager Guide**

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# **EXIST Business Start-up Grant**

**As from: October '23**

## General specifications – document set up

- Software: Microsoft Word
- Font: Arial
- Font size: 12 | 1.5 pt. line spacing
- No. of pages: max. 2
- Side margin: Top 2.5 cm  
Left 2.5 cm  
Right 2.5 cm  
Bottom 2.0 cm
- Writing style: Third person ("The "company XXX" intends to, instead of "We" intend)

## Cover sheet

- Please change everything that is marked *red*
- Graphically you can/should customise the cover sheet so it matches your corporate design
- The logos are available for download in the Box.Up folder



[your logo]

[name of your project]

# One Pager

Written application for the EXIST Business Start-up Grant

[first and last name] team member 1

[first and last name] team member 2

[first and last name] team member 3

[date, place]



Potsdam Transfer  
Startup Service

## Content + structure of the idea paper

### 1. Problem

- Short description of the identified problem or need
- Relevance of the problem in the current market, using specific examples
- here is the gap in the offer? Which specific need of the customer is solved?

### 2. Solution

- Naming of the solution with project name/company name
- Which type of innovation is the founding idea based on (software, process, service, or product innovation)?
- Brief description of the solution offered and how it addresses the problem (problem-solution fit)

### 3. Market/competition

- Size of the addressable market
- Characteristics and needs of the target group
- Overview of existing solutions and competitors
- Emphasising your own position (USP = unique selling proposition)
- Market entry

### 4. Sustainability

*For some innovations, sustainable ecological aspects are self-explanatory for the assessor, e.g. if waste is reduced or environmentally friendly substitutes are used. However, a conscious decision in favour of close-to-production manufacturing, regional production or the use of recyclable products can also have a positive impact on the assessment. Other socially relevant topics such as inclusion, equality or combating poverty also play a role, and aspects of sustainability that are not immediately recognisable to the assessor should also be explained explicitly.*

- Qualitative and quantitative contribution of the project to the [17 Sustainable Development Goals](#).

#### Example 1: Development of a vaccine

*The vaccine can prevent 80% of the total population from contracting a disease (3). As a result, it is estimated that nursing staff in Germany will have to care for 40% fewer patients in intensive care units (8).*



#### Example 2: Reusable cups for delivery services

*70% of disposable cups could be avoided (12). This would correspond to a quantity of 224,000 disposable cups per hour in Germany (13).*



### 5. Founding team and key competences

- Presentation of the team and their relevant skills
- Any successes or experience relevant to the project
- Structure of the team and task management