

DMEA 2024 | DMEA nova Award | Call for Ideas

Guidelines for 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?

Your abstract must not exceed 5,000 characters (including spaces).