

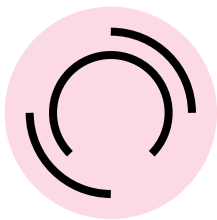
Application Guideline

1. Introduction and Overview:

The Moholy-Nagy University of Art and Design (MOME) has a strategic goal to be the leading creative industry and innovation hub in Central and Eastern Europe by 2030. To support the university's efforts to achieve this goal, our Innovation Center launched its own design-driven incubation program, right on campus.

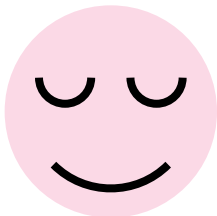
The goal of our design-driven incubation program is to develop entrepreneurial skills, improve self-confidence, and help YOU transform innovative ideas into more developed business concepts.

We are searching for early-stage entrepreneurial ideas that are focusing on designing impactful solutions that are connected to circularity and well-being.



Circularity

- Designing solutions for the circular economy (products, interactions, services, experiences)
- Solutions that use “waste as raw materials”, waste management solutions (food, textile, plastic, etc.), and alternative/biomaterials, for example. This is not an exhaustive list.



Well-being

- Designing solutions for healthcare and well-being (products, interactions, services, experiences)
- Solutions for public health (well-being of consumers in society), mental health, immersive experiences, public spaces and placemaking, for example. This is not an exhaustive list.

MOME has a strong tradition in design competencies, and we believe that the use of design (processes) should be embedded at an early stage of any entrepreneurial journey. International research suggests that there is a strong correlation between a company's business performance and its design maturity.

So, how does our design-driven incubation program embed design in early-stage entrepreneurial ideas?

- We host an intense 5-day design sprint to introduce you to design thinking methodologies that can help you polish your business idea.
- We have experienced mentors in our network who have a strong background in design.
- We offer incubation projects access to design talent at our university (e.g. students, researchers, and technical staff)

2. Program Overview:

Depending on the capacity and needs of the project team, as well as how developed the business concept or idea is, we offer two separate programs:

Program	Dates	Description	Key deliverable
Innovation Bootcamp (5-days)	16-20 Oct 2023	<p>The purpose of this Innovation Bootcamp (which also doubles up as a “course week” in MOME) is to help participants learn the business basics and the design thinking methodologies to develop an initial Proof of Concept (PoC) for their business idea.</p> <p>During this 5-day Innovation Bootcamp, we will also expose participants to templates, toolkits and techniques for problem mapping, stakeholder mapping, ideation, insight generation, and prototyping for example. Participants are required to present their initial proof of concept at the end of the program.</p>	(Initial) Proof of Concept
Incubation Program (2 months)	3 Oct - 5 Dec 2023	<p>The purpose of this program is to further advance an (initial) Proof of Concept into a more developed business concept, and participants are required to present an actual (working) prototype to an experienced jury at the Demo Day.</p> <p>It is a structured program that takes place over a period of 2 months, and it includes the support of experienced mentors. The topics we cover include team management, basic project management, financial planning and cash flow management, market research and competitor analysis, sustainability canvas, IP and design protection, communication skills and pitch training, and AI and automation tools for startups.</p>	Prototype

For more information on the key differences between these two programs, their separate goals, and a more detailed explanation of the key deliverable, please review Annexure B.

Overall timelines (2023)

5 Sept	15 Sept	22 Sept	3 Oct	16-20 Oct	5 Dec
Incubation Info Session	Application period ends	Results shared	Incubation Program Launch	Innovation Bootcamp & Design Sprint	Demo Day

Incubation Program Schedule (2023)

Date	Day	Time (includes 30-min breaks)	Description
3 Oct	Tuesday	17.00 - 20.30	Orientation, BMC, Team Building & Socialising
7 Oct	Saturday	10.00 - 17.00	Basic Project Management, Customer Journey Mapping & Socialising
10 Oct	Tuesday	17.00 - 20.30	Mentor Matchmaking & Rapid Feedback Session (Before: Co-working & Team Profiling)
17 Oct	Tuesday	17.00 - 20.30	Basic Financial Planning
19 Oct	Thursday	09.00 - 16:00	Bootcamp - Prototyping basics and product development
24 Oct	Tuesday	17.00 - 20.30	Market Research & IP/Design Protection
31 Oct	Tuesday	17.00 - 20.30	Rapid Prototyping & Product Design
7 Nov	Tuesday	17.00 - 20.30	Sustainability Canvas for Startups
14 Nov	Tuesday	17.00 - 20.30	Pitch Training & Dry Run
21 Nov	Tuesday	17.00 - 20.30	PUBLIC SESSION: Open Session & Workshop: AI and Automation Tools for Startups with Levente Szabodos
28 Nov	Tuesday	17.00 - 20.30	Final Pitch Training with Alexis Latham
5 Dec	Tuesday	17.00 - 20.00	Demo Day

Innovation Bootcamp (Course Week 2023)

Date	Day	Time (includes 30-min breaks)	Description
16 Oct	Monday	09.00 - 16.00	BMC, DT basics, problem mapping, stakeholder mapping, research canvas
17 Oct	Tuesday	09.00 - 16.00	Ideation & independent research
18 Oct	Wednesday	09.00 - 16.00	Insight generation, brainstorming, decision matrix, and independent research
19 Oct	Thursday	09.00 - 16.00	Prototyping basics and product development
20 Oct	Friday	09.00 - 16.00	Consultations, pitch training, final prep, final pitches, wrap up, certificates & socialising

*Disclaimer: Kindly be aware that we retain the right to make necessary adjustments to our programs before they commence, aiming to ensure their overall quality. Your understanding in this matter is greatly appreciated.

3. Program Benefits:

Our program offers several benefits. Selected participants can:

- Receive personalised mentorship.
- Access campus infrastructure (co-working space, studios, Technology Park, etc.).
- Access funding opportunities for your project.
- Enjoy networking opportunities and community building
- Access to design talent and research on campus.
- Receive public visibility for their project.
- Receive advisory support (intellectual property, design protection, legal registration)
- Developing your soft skills
- Participate in international and interdisciplinary learning sessions with participants from different universities.
- Receive a reference letter to support your approach to partners and customers when validating your idea.
- Receive a Certificate of Completion.

4. Application Process

STEP 1

Do your homework!

Familiarise yourself with our incubation program, the detailed schedule, the benefits we offer, and the FAQs. Make sure that you and your team can commit to all the incubation sessions, that you can consistently work on your project idea throughout the incubation program, and that you can make time for mentor engagements.

Ask yourself:

- How does my business idea or concept connect to MOME's strengths and existing projects?
- How can MOME's incubation program specifically support the development of my idea?
- What are the potential synergies with MOME in the long run?

STEP 2

Confirm your eligibility.

Our programs are offered to Hungarians and international residents living in the country, regardless of the participant's age, university, workplace, and field of discipline, for example.

Eligibility criteria for the [MOME Innovation Bootcamp](#):

- You have a good command of the English language, both written and verbal.
- You at least have a very basic business idea or concept that you can intensely work on throughout this 5-day program.
- You are available to attend all 5-days.

Eligibility criteria for the [MOME Incubation Program](#):

- You have a good command of the English language, both written and verbal.
- Your project is not involved in any other (pre-)incubation program at the same time.
- Most of the team members, especially the team lead, will be living in Hungary throughout the duration of the incubation program.

STEP
3

Decide which program(s) you are applying for

In exceptional circumstances, it is possible to participate in both the (a) innovation bootcamp and the (b) incubation program.

For example:

- If you have basic business education but would like to specifically learn about design thinking methodologies

STEP
4

Finalise your one-pager (.pdf)

It is important that you spend time finalising your one-pager that captures the essence of your early-stage business idea or concept. You should keep your responses concise and focused on the most critical aspects of your project. This will help us to efficiently evaluate and compare different applications.

Your one-page (.pdf) document should somehow cover the following aspects:

- Project name
- Value Proposition (or business idea)
- Problem statement
- Solution overview

For additional guidance on the maximum length for each section or to review an example template, please see [Annexure A](#).

STEP
5

Finalise and submit your online application before the deadline

You need to complete our online form for the

- (a) innovation bootcamp,
- (b) incubation program, or
- (c) both,

by the deadline: Friday, the **15th of September 2023, 11.59 pm**.

You can apply via this form:

**Incubation Program
Application**

**Innovation Bootcamp
Application**

The form has four parts:

- Your background information (demographics and prior entrepreneurial experiences).
 - Your specific goals and expectations from the program(s).
 - The current status of your business idea/concept.
 - The connect between MOME and your project (if any).
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- Be sure to upload your one-pager (.pdf)
 - Naturally, applications with a greater level of effort put into them will be considered more closely than those with little to no effort as reflected in the answers.

STEP
6

Receive your results

All applicants will be notified about their results by **Friday, the 22nd of September 2023**.

Please note that the first kick-off session for the MOME Incubation Program will take place on campus on Tuesday, the 3rd of October 2023, from 5pm (Venue: Zugligeti út 9, 1121, Room: UP_302).

5. Evaluation Criteria:

Here are the key factors and criteria that will be used by our Evaluation Committee to evaluate and select successful applicants.

Innovation Bootcamp (5 days)

1. Problem Identification:

- Is there clarity in understanding of the stated problem or challenge?
- Is there any relevance and importance of the identified issue within the specified industry or domain?

2. Creativity and Ideation:

- Has the applicant demonstrated creative thinking in their initial proposed solutions?
- Is there any originality and uniqueness of proposed approaches.

3. Prototyping Understanding:

- Is there an awareness of prototyping concepts and the goal of developing a proof of concept.
- Is there any skills or familiarity with creating prototypes.

4. Overall Fit and Commitment

- Is there an alignment between the applicant's background and interests with the program's goals.
- Is there any demonstrable commitment to the project idea?
- Are the goals mentioned reasonable and achievable?
- Can MOME and its network of mentors and partners help the team to achieve its stated goals and expectations?
- Are the goals mentioned SMART goals that are specific to the incubation program?

Incubation Program (2 months)

1. The degree/level of innovation:

- Is there a clear and unique value proposition?
- Does the proposed solution actually address the highlighted problem?
- Is the proposed solution different to what has already been attempted to solve the same problem?
- General novelty and relevance of the core idea or concept

2. Business viability:

- Did the team perform any market research?
- Is the concept/prototype viable and scalable?
- Has any (potential) sustainable business model been presented?

3. Connection and synergies with MOME:

- Is there any connection between the project and MOME's area of expertise?
- Is there any connection between the project and any existing or future project at MOME, including research projects?
- Is there an explanation on why MOME is a good fit for their project?

4. Prototyping and Solution Development:

- Does the applicant have any prior experience with or understanding of prototyping concepts.
- Is there any mention of any relevant skills or tools for creating prototypes.
- Is there any clarity on how the applicant envisions the development of solutions (e.g. in their goals or expectations, for example).

5. Overall Fit and Commitment:

- Is there an alignment between the applicant's background and interests with the program's goals.
- Is there any demonstrable commitment to the project idea and incubation program?
- Are the goals mentioned reasonable and achievable?
- Can MOME and its network of mentors and partners help the team to achieve its stated goals and expectations?
- Are the goals mentioned SMART goals that are specific to the incubation program?

6. Contact Details:

If you have any questions or concerns, please write us an email at: incubation@mome.hu

7. FAQs:

Can anyone apply for the program(s)?

Yes, anyone can apply regardless of your field of study, nationality, or university/workplace.

Do I need a team?

No, and your application would not be negatively affected if you apply alone. Having said this, we always encourage individual idea owners to proactively search for equality motivated persons who can offer a complimentary skill set.

What is the language of the program?

All our programs are delivered in English. When it comes to the mentor engagement process in the incubation program, we leave it up to the mentor and team members to decide the language of communication.

Are the program sessions online or in-person?

All our sessions take place in-person on the university campus (Zugligeti út 9-25, Budapest 1121). When it comes to the mentor engagement process in the incubation program, we leave it up to the mentor and team members to decide if will take place online or in-person.

What are the eligibility criteria and program schedule?

Our programs are offered to all Hungarians and internationals residing in the country, regardless of their age, nationality, university/workplace, and field of study, for example.

Most of our incubation sessions during the autumn semester take place on Tuesday evenings.

Please read the full Application Guideline for detailed information about the eligibility criteria and program schedule.

How can we access funding opportunities?

Our university's Innovation Center has a limited fund to specifically support incubation projects with their prototyping, material purchases, and general product development. Only those projects who are already selected to participate in the incubation program are eligible to apply for funding from this fund. This application can only be initiated on the first kick-off day of the incubation program, and thereafter until the program ends.

What facilities does the TechPark have?

One of the special benefits of our incubation program is that participants can access the facilities at our Technology Park. This includes workshop areas, studio, digital labs, media technology, and photo studios, for example. You can visit the website for more details here: <https://mome.hu/en/facilities>

What is the difference between a business and a startup?

The terms "business" and "startup" are often used interchangeably, but there very distinct differences, especially when considering their growth stage, goals, and approach. To summarise, a business is a general term for any organisation that aims to generate profits or offer products/services to customers. A startup is a specific type of business in its early stages, focused on fast growth and often bringing completely new ideas to the market. Startups innovate, scale quickly, and seek funding, while businesses can have various goals beyond rapid expansion.

What is the use of design in business?

International research suggests that there is a strong correlation between a company's business performance and its design maturity. It is for this reason that our incubation program seeks to embed design thinking methodologies at an early stage of any entrepreneurial journey.

For more information about the use of design in business, you can review our latest research report here: <https://mome.hu/en/use-of-design-in-business-research>

Who is the ideal participant for this program?

Self-motivated individuals and teams who can attend all the contact sessions, and who have clear and actionable goals with regards to how our incubation program can support their project team and product development.

Anyone with a potential breakthrough idea or novel concept that has the potential to make an impact and address a (market) need in a unique or differentiated way.

Projects that can clearly demonstrate how MOME can add value.

Incubation Program & Innovation Bootcamp

1. Project name

2. Value Proposition (or business idea) in max 2 sentences

A brief description of the problem your project aims to solve or the opportunity it aims to address. Summarise in 1-2 sentences max.

4. Solution overview

A basic outline of your proposed product or service, how it addresses the identified problem, and what is the social or environmental impact of the project. Summarise in 3-4 sentences max.

5. Target market

A brief description of the problem your project aims to solve or the opportunity it aims to address. Summarise in 1-2 sentences max.

6. Competitor Analysis

Briefly introduce your key competitors that you are aware of and describe what sets your project apart from theirs. Summarise in 2-3 sentences max.

7. Business model

A brief explanation of how your project might generate revenue to be self-sustainable. Summarise in 2-3 sentences max.

8. Team description

Share information about the core team members and their relevant skills and experiences.

9. Contact information:

Team lead:
Contact email:
Contact number:

Incubation Program & Innovation Bootcamp

Activity	Innovation Bootcamp	Incubation Program
Dates	16-20 Oct 2023 (5 days)	3 Oct - 5 Dec 2023 (2 months)
Description	<p>The purpose of this Innovation Bootcamp (which also doubles up as a “course week” in MOME) is to help participants learn the business basics and the design thinking methodologies to develop an initial Proof of Concept (PoC) for their business idea. During this 5-day Innovation Bootcamp, we will also expose participants to templates, toolkits and techniques for problem mapping, stakeholder mapping, ideation, insight generation, and prototyping for example. Participants are required to present their initial proof of concept at the end of the program.</p>	<p>The purpose of this program is to further advance an (initial) Proof of Concept into a more developed business concept, and participants are required to present an actual (working) prototype to an experienced jury at the Demo Day. It is a structured program that takes place over a period of 2 months, and it includes the support of experienced mentors. The topics we cover include team management, basic project management, financial planning and cash flow management, market research and competitor analysis, sustainability canvas, IP and design protection, communication skills and pitch training, and AI and automation tools for startups.</p>
Goals	<ul style="list-style-type: none"> To provide additional opportunities to (MOME) students to learn about the basics about entrepreneurship using design thinking methodologies. To scout for good incubation-ready projects that can be incorporated into the incubation program. To increase the quality of applications in general for future incubation programs. 	<ul style="list-style-type: none"> to develop a working prototype whilst validating the viability of business ideas and Proof of Concepts. to provide access to experienced mentors to provide incubation teams with valuable advice, business and industry knowledge, networks, and real-world insights, to help them avoid common pitfalls and navigate challenges. offer incubation teams access to resources they might not have on their own. This includes a physical co-working space, access to equipment and studios, legal and, where possible, financial support.
Topics	<p>Day 1 - DT basics, problem mapping, & case study analysis. Day 2 - Stakeholder mapping & research canvas Day 3 - Ideation & insight generation Day 4 - Prototyping & pitch training Day 5 - Startup guest, final pitches & feedback, wrap up, certificates & socialising</p>	<p>Lean Startup, BMC, Team Management, Basic Project Management, Communication Skills, Basic Financial Planning // Cash Flow Management, AI and Automation Tools for Startups, Market Research, IP/Design Protection, Sustainability Canvas, Pitch Training</p>
Key Deliverable	(Initial) Proof of Concept	Prototype

Incubation Program & Innovation Bootcamp

Activity	Innovation Bootcamp	Incubation Program
Deliverable description	<p>A Proof of Concept (PoC) is a preliminary demonstration aimed at validating the technical feasibility of a business/startup idea. It's a small-scale experiment designed to show that a certain concept or technology can work in practice if pursued. PoCs are often limited in functionality and don't necessarily reflect the final product's user experience or full capabilities.</p>	<p>A prototype is a more advanced version of the (initial) Proof of Concept idea. They offer a tangible representation of how the product will function and look, and it provides a better understanding of the user experience. In general, prototypes are created to gather user feedback, refine design elements, and make informed decisions about the product's direction. While prototypes might not have all the features, they aim to showcase the core functionalities and user flow.</p>
Ideal candidate?	<ul style="list-style-type: none"> • If you do not have basic business education or entrepreneurial exposure. • If you have not participated in a pre-incubation program before, including HSUP. 	<ul style="list-style-type: none"> • If you already have a PoC that you want to develop further. • If you already have participated in a pre-incubation program before. • If you already have basic business education and entrepreneurial exposure. • If you have identified specific ways to leverage off the strength of MOME to support the development of your project.