A: You can either use your pitch-deck or fill in our pre-made form.

If you decide to use your own pitch-deck please make sure you do not leave out requested info:

1. Name of your idea/company/product/service
2. Describe us your project briefly (maximum 120 characters long)
3. What problem does your product/service solve? For whom – who is your customer/user/client?
4. How will you solve this problem? Show us reasons why people will buy and use your product/service.
5. Does your product have some market limitations (e.g., geographical)? Show us results of your market research.
6. Who are your competitors? What do you offer that your competitors don´t?
7. How is your project generating revenues (business model)?
8. How is your project getting traction? Summarize your results so far (achievements, key milestones, plans, use also graphs and tables where suitable)
9. Introduce your key team members and briefly define their role in the team. Focus on their skills and experience.
10. Introduce us your financial plan. \*
11. How much money do you need? What exactly will you use it for? You can also introduce how would you spend the 1st prize and how would you spend other funds your project needs. (e.g., from investors, bank loan). Are you already speaking with some potential investor?

\*Financial plan: monthly repeated revenue, all sources of revenues, EBITDA, forecast & investment plan, cost since the beginning of the project (money & time spent on the project), plus question: are you already speaking with potential investors?