

green::ALLEY award 2017

APPLICATION GUIDELINES

Deadline: 25th July 2017



HOW TO APPLY IN TWO STEPS.

Use the online form to apply.

① Start-up profile

Fill out the questionnaire that gives us some general information.

② **Pitch deck**

At the end of the questionnaire you have to upload your pitch deck. Please use the following guidelines to prepare it and to make the very best out of it.

HOW YOU CONVINC US.

USE THE GUIDELINES:

Tailor your application & send us required information

SIMPLE & SHORT:

Max. 2 slides per outline topic

DEADLINE:

25th July 2017
0:00 CET

These conditions apply which ever media you use for your application.

Since we are a European business competition, please note that only start-ups located in Europe can apply.

BINDING CATEGORIES YOU SHOULD HAVE ANSWERS FOR IN YOUR PITCH DECK

- ① Summary of your idea
- ② Product / Service / Technology etc.
- ③ Customers & Market
- ④ Business model
- ⑤ Team
- ⑥ Financials
- ⑦ Targets & Milestones
- ⑧ Current status
- ⑨ Contact details

① SUMMARY OF YOUR IDEA

Introduce your business case.

- Which problem can your idea solve?
- What is the story behind your idea?
- How does your idea relate to waste or safe use of chemicals?

② **PRODUCT / SERVICE / TECHNOLOGY ETC.**

Describe your product, technology, service or awareness campaign.

- What is your USP?
- How about the progress?
- Do you have a demo, prototype or mock-up?
- What is the added value and benefit for potential customers?

③ CUSTOMERS & MARKET

Estimate your market potential.

- Who is your target group?
- Who are your competitors?
- What is your marketing and distribution strategy?
- What are the risks and opportunities?
- Which legal restrictions do you have to face?
- Which legal restrictions prevent you from bringing your idea on the market or expanding into other countries?

④ BUSINESS MODEL

Explain your business model.

- Do you have a valid business model?
- How is your idea generating profit?
- How scalable is your business model?
- Have you already earned money with your business case?

⑤ TEAM

Introduce your founder/s team.

- Please send us a short vita of the business founder/s

Explain us what makes your team unique.

- What are the skills of your team members?
- Which further skills are needed?
- Which other resources are needed?
- Have you ever received any professional support or taken part in programmes (e.g. accelerator, coaching etc.)?

⑥ FINANCIALS

Define your financial demands.

- How much money does your start-up need now and in the future?
- What investments are planned and needed?
- Have there been any investments made already?
- Have you ever applied for any grants or subsidies?

State your financial performance based on customers/units, reasonable market penetration, realistic margins and scalability.

⑦ TARGETS & MILESTONES

Name the goals that you have achieved by now.

- What is your biggest success so far?
- What obstacles have you already had to overcome?

Tell us about your planned objectives.

- What are your next steps?
- What obstacles do you still have to overcome?
- Are there any deadlines?
- What will you need to move forward?

⑧ CURRENT STATUS

Indicate the current status of your business.

- What start-up stage are you in?
(Seed, Start-up, Growth, Expansion, Maturity)
- Do you have an idea or an elaborated business plan?
- What key performance indicators (KPI) did you define and which of them have you already achieved?

Tell us about the incorporation of your start-up.

- Which legal form did you choose?
- When was your business founded?
- Is there an entry in the commercial registry?

⑨ CONTACT DETAILS

In case more information is needed, please provide us contact details of the person we should contact.

- Forename and Surname
- Email address
- Phone number
- Address and country



Want to get in touch with us?

Great – we are looking forward to getting to know you!

Green Alley Contact Details

Name: Christina Drechsel

Phone: +49 (0)6131 - 235652 483

Email: award@green-alley.com

