



# GREEN ALLEY AWARD 2018

APPLICATION GUIDELINES



## HOW TO APPLY IN TWO STEPS

- 1** Online application form  
Fill out [this questionnaire](#) to give us some general information.
- 2** Pitch deck  
At the end of the questionnaire you need to upload your pitch deck.



# HOW TO CONVISE US

## CUSTOMIZE YOUR PITCH DECK

Don't send a standardized pitch deck. Instead, tailor it based on our guidelines - this will increase your chances of success!

## KEEP IT SIMPLE & SHORT

Give facts, figures and clear examples. Use a maximum of two slides per outline topic. If we need additional information, we will contact you again.

## STICK TO THE DEADLINE

Send us your application by  
1st July 2018, 0:00 CET.

## CATEGORIES TO BE ANSWERED

- 1 Summary of your idea
- 2 Product / Service / Technology
- 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 idea.

- Which problem do you solve with your idea?
- What is the story behind it?
- How does your idea relate to circular economy?



## 2 PRODUCT / SERVICE / TECHNOLOGY

Describe your product, technology or service.

- What do you offer?
- What is your USP?
- 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 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.

- How will you generate profit?
- What sales and marketing channels do you have and what is your strategy?
- How scalable is your business model?
- Have you already earned money with your business?



# 5 TEAM

## Introduce your founder/s.

- Who are your founders and which background do they have?

## 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 startup need now and in the future?
- What investments are planned and needed?
- Have there already been any investments?
- 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

## Describe the milestones you have achieved.

- What is your biggest success so far?
- What key performance indicators (KPI) did you define and which of them have you already achieved?
- 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

### Explain where you stand right now.

- What startup stage are you in? (Seed, Startup, Growth, Expansion, Maturity)
- Do you have an elaborated business plan?

### Tell us about the incorporation of your startup.

- Which legal form does your company have?
- 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



## CONTACT US AT

### GREEN ALLEY AWARD



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