

# Green Alley Award 2024 – Application Guidelines

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# How to apply in two steps



- 1** Online application form  
Fill in the questionnaire to give us some general information
- 2** Pitch deck  
At the end of the questionnaire you need to upload your pitch deck.

## Deadline:

20th November 2023, 11:59 PM CET



# How to convince 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!

## FOCUS YOUR MESSAGE

What problems are your customers struggling with and what solution do you offer?

## TELL YOUR STORY

Use numbers and data to tell your story. Visualize the key facts and figures and give us clear examples.

## KEEP IT SHORT AND SIMPLE

Don't let your message get lost – two slides per topic should be the maximum.

# APPLICATION CRITERIA

**There are a few requirements for startups who want to apply**



- 1 Summary of your Idea
- 2 Product / Service / Technology
- 3 Team
- 4 Business Model
- 5 Customers & Market
- 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 the 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 Team



Introduce your founder/s

- Who are your founders and which professional 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.)?



## 4 Business Model

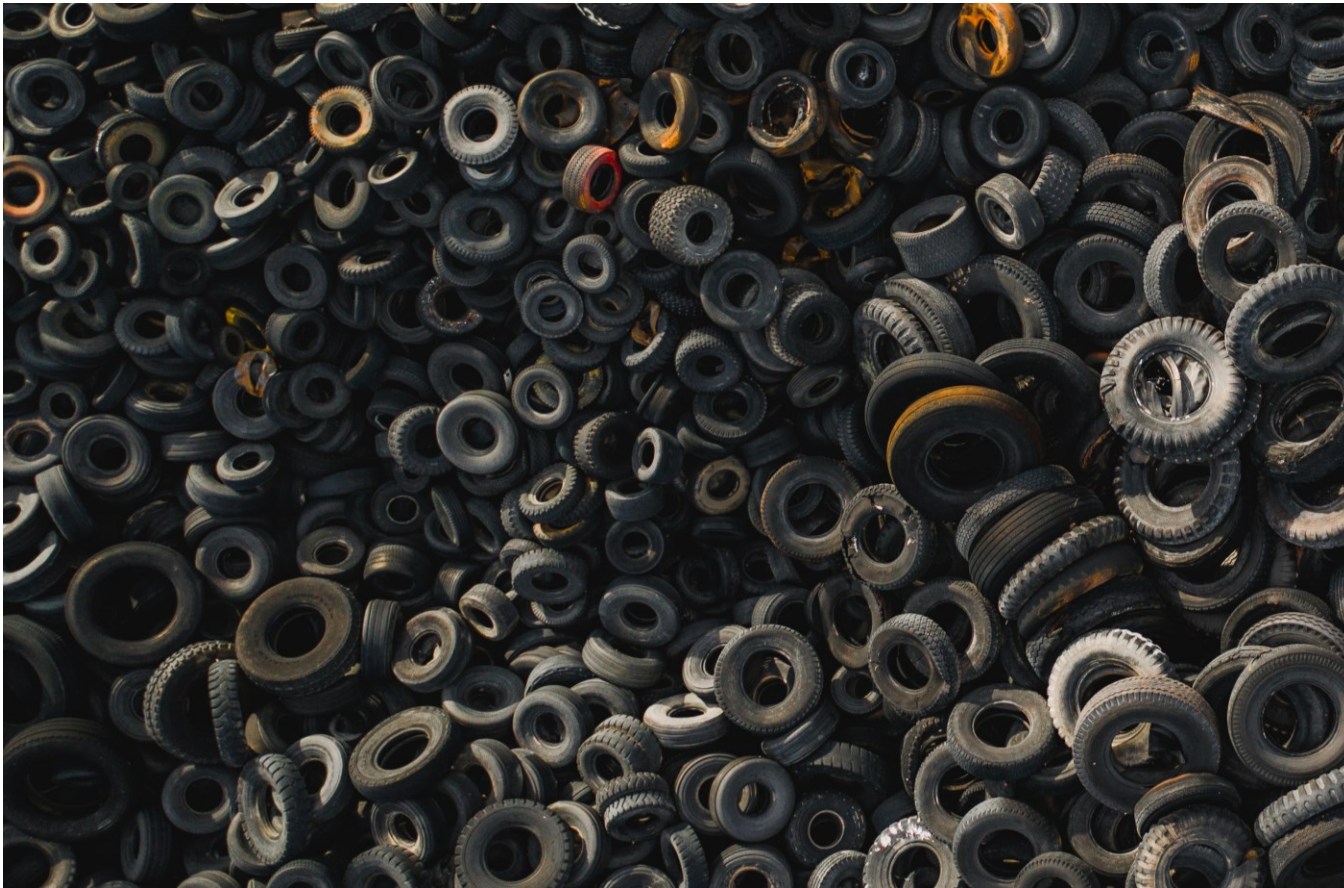


Explain your business model

- 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 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?



## 6 FINANCIALS



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

- What investments are planned and needed?
- Have there already been any investments, grants or subsidies?



# 7 TARGETS & MILESTONES



Describe the milestones you have achieved

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

Tell us about your planned objectives

- What are your next steps?
- What are the challenges?
- What will you need to move forward?

## 8 CURRENT STATUS

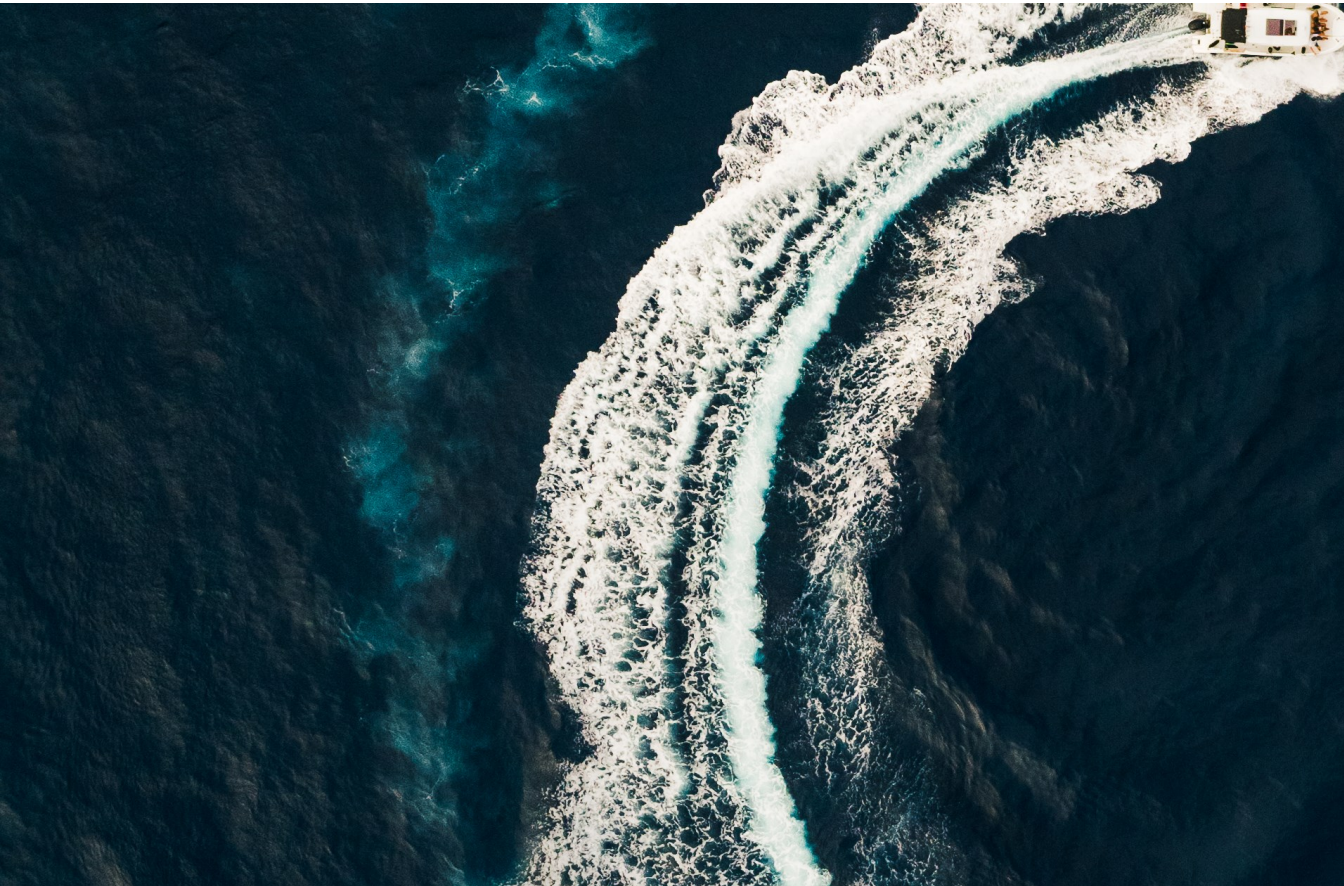


Explain where you stand right now

- What startup stage are you in? (Seed, Startup, Growth, Expansion, Maturity)
- Do you have an elaborated business plan?
- Which legal form does your company have?
- When was your business founded?



## 9 CONTACT DETAILS



In case more information is needed, please provide us contact details of the person in charge

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

# CONTACT US



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