



Please be advised there is a 250 word maximum for every open question unless otherwise specified.

Good luck!

Entry Details

1. Entry name
2. Company website
3. Which country are you applying from? (dropdown)

Basic Information

4. Your current stage
 - a. Concept stage (idea)
 - b. Seed stage
 - c. Early stage (close to market)
 - d. Growth stage (Selling the product)
 - e. Sustainable business (achieved break-even)
5. Select your category
 - a. Energy
 - b. Design/Cradle to cradle
 - c. Lifestyle
 - d. Mobility
 - e. ICT
6. Industry tags
(Drop down menu, possibility to select multiple tags):
Biotech, clean energy, robotics, biomimicry, energy storage, solar, transportation, recycling, smart-grid, nanotech, robotics, agriculture, packaging, smart cities, new materials, construction, manufacturing, advanced materials, automotive, clothing, construction & civil engineering, consumer electronics, food & beverages, furniture, green tech, life sciences, nanotechnology, smart homes/cities, social networking, travel & transportation, waste management, travel, other (input field)

Company (Product/service/technology)

7. Description of your company (250 words)
Describe your project/startup company (product/service/technology) in an elaborate way and the technology behind it. NB This specific answer is not confidential and may be used to describe your project publicly.



8. Upload your elevator pitch – you have 2 minutes to impress us! Please upload your video to YouTube or Vimeo, and copy the link here. Please make sure the settings of the video allow people who receive the link are able to view it!
9. Have you already incorporated your start-up?
 - Yes (If yes, when: dd/mm/yyyy)
 - No
 - Not yet, but plan on incorporating soon
10. How will your company (product/service/technology) reduce greenhouse gas emissions/combat climate change? Please elaborate on your calculations and explain how you made them.
11. What is your go-to-market timeline? We are looking for products/services/technologies that can be on the market in 2 years' time.
12. SWOT analysis, 4 boxes: strengths, weaknesses, opportunities/challenges, threats
13. Have you already won a prize, a competition? Please elaborate
14. Have you participated in an incubator or accelerator program before? If so, which part of the educational program was most useful to you?

Market and business model

15. Describe the structure of your target market
 - Main competitors, suppliers, other companies
16. Describe the market size and the market potential for your product/ service/technology in this target market.
17. Please provide a brief explanation of your business model.

Finances

18. How much money have you already raised for your company?
19. How much money do you require to realise your idea?
20. Please upload your financial documents (in euro's) here. We're really interested to see how well you are organised. We're looking for:
 - Financial report 2016
 - 2017 projection & budget plan (including profit & loss, balance sheet and cash-flow planning)
21. What will you do with the prize money if you win the Postcode Lottery Green Challenge?



Team

22. How many people are on your team?
23. What are the roles of your team members, and how are you organised?

Presentation / slide deck

24. To sum-up your company, please upload a slide deck (Power Point) with 5 slides only:
 1. Problem
 2. Solution
 3. Product/Service/Technology (with development plan and preferably with a picture of your proto type/product)
 4. Team
 5. Market details (size, addressability, geography)

Upload your ppt/pdf file – Only ppt or pdf files will be reviewed

Personal

First name

Last name

Gender

Nationality

Current address & country of residence

Telephone nr

Age

Date of Birth

Email address

LinkedIn profile page

Twitter

Current Occupancy

How did you find out about the Postcode Lottery Green Challenge? [Required]

- Through Facebook
- Via www.greenchallenge.info
- Via YouNoodle
- Via Sqore
- Through friends/family/acquaintances
- Through my business network [which business network]
- Through university [which university, in what way]
- Through Google [where did you searched for?]
- Via accelerators [which accelerator, in what way]
- Via Stichting DOEN (The DOEN foundation)
- Via an outdoor campaign
- Via a former competitor/finalist/winner
- Another way: [...input field]

Checklist

Status



Phase II questionnaire – Congratulations, you’re in the running of becoming one of the 25 nominees who are still in the running to be one of the finalist. Please fill out the more in-depth additional questions below. Good luck!

Company (Product/service/technology)

- 25. Have you filed for a patent? If so, when and where?
- 26. Explain the development process and the production process.

Market and business model

- 27. Specify your target market and why you selected this specific market
- 28. Describe similar or complementary products/ services/technologies: what sets yours apart
- 29. Describe the market share of other players
- 30. What will your product/service/technology cost? *What are your sales targets, and how will you achieve them?*
- 31. How will you inform your (potential) customers about your product?

Team

- 32. What’s your role in the team?
- 33. What are your personal skills/domain(s) of expertise?
- 34. Why do you believe your team will be successful with this project?
- 35. Have you involved technical and/or financial partners?
- 36. What other stakeholders will be involved in your business?
- 37. What particular expertise would you like your mentor to have? Check all that apply.
Dropdown: knowledge of market situation, experience crafting and critiquing business plans, experience with equity distribution and investment, knowledge of patents and intellectual property, advertising and sales knowledge, communications and marketing experience, prototype -> mass production experience, pitching advice, how to get funded, commercial strategy, social impact specialists, advice from successful entrepreneurs in my sector

Other useful information

Please note that this information is not confidential and can & will be used to communicate about your business through our channels or other media.

Product photo

Profile photo of you (person representing the company)

Team photo

Your logo



Event

If me and my team are selected for the finale on 14 September, we understand that 1 person is invited & expected to come to Amsterdam from 9-15 September 2017. The Postcode Lottery Green Challenge will pay for that person's travel & accommodation at a hotel of our choosing. During your stay in Amsterdam, you will be introduced to the other finalists and receive intensive pitch & presentation training so you will be ready to impress the jury & audience at the main event on September 14th 2017.

Checkbox Yes No

Person representing the company during the event

If me and my team are selected for the finale, the person below will be the representative of our team.

Personal

- First name
- Last name
- Gender
- Nationality
- Age
- Date of Birth