

Example Entry form

Company details

- Company name
- Company website
- Categories
- In which country is your start-up based?
- Date founded
- Owner
- Contact details
- Company stage
- Company financial stage

Pitch

- Problem description
- USPs
- Offered solution
- Pitch video

Team

- Team overview
- Core competencies

Market

- Market details
- Business model & potential customers
- Current status of product/prototype & go-to-market strategy
- Key risks

Financials

- Summary
- Key metrics
- Forecast
- Capitalisation table

Impact of prize money

- Breakdown of how to spend the prize money
- Potential business risks during period of spending prize money
- Advancement