**INFORMATION ABOUT PARTICIPANTS’ PITCH**

For participation in the BASF Innovation Hub 2022 it is necessary to submit a presentation about the innovative solution together with this Word document (filled out) via link generated on the website tresorit.com on hello@join-innovationhub.com until September 30, 2022.

Rules for creating a presentation on the idea are at the end of this document.

**Name of the presentation about idea sent via *Tresorit*:** example: sara\_kon or sara-kon

**Name and surname/team name:** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**GENERAL QUESTIONS: (filled by both teams and individuals)**

**Which topic are you applying for?** (Please mark the answer)

* *Clean energy*
* *Smart transportation*
* *Farm to fork*

**IDEA DETAILS [Please describe your project using up to 12000 characters (no spaces)]**

**Situation Analysis:** [Explain the problem your idea is trying to find a solution to]

**Solution to the problem:** [Explain the strategy for solving the problem and manner in which your idea operates]

**Goals:** [Explain what you aim to achieve with your idea]

**Application possibilities:** [Explain how your idea could be applied]

**Performance:** [If your idea has already been tested in a real-life situation, please write about the results you have obtained and highlight whether they matched your targets. If the testing is in its initial phase or has been partially tested, please share the results gained so far and point out that they are incomplete. If your project has not been tested, please propose your hypothesis]

**Scalability:** [Explain how your idea could adapt to different conditions and different environments]

**Innovation:** [Explain what makes your idea stand out from the existing ones]

**Manner of investing the means obtained for idea development:** [Explain the manner in which you would spend financial means if your idea turned out to be the winning one]

**Additional notes:** [If necessary, write any additional information regarding the idea you are applying with]

**Rules for creating a presentation on the idea:**

* must be saved in .pdf format;
* must be in English;
* doesn’t have to follow a defined form strictly, but can be made according to Participants’ preferences;
* can contain a link to a video, photograph, graph, etc.;
* mustn’t be larger than 10 MB;
* mustn’t contain more than 10 slides;
* must include an explanation of the problem being solved, market analysis, target group analysis, solution to the problem that the innovation or a start-up idea suggests, business model, estimated market/sales strategy, finances and team
* when giving a name to the presentation about idea, please use the name and surname you used for filling in this form, don’t use spaces, nor special signs except - and \_ (example: sara\_kon or sara-kon).