**INFORMATION ABOUT PARTICIPANTS’ PITCH**

For participation in the BASF Innovation Hub Nordic, it is necessary to submit a presentation about your innovative solution together with this Word document (filled out) to hello@join-innovationhub.com until March 24, 2023.

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

**Name and surname/start-up name:** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**GENERAL QUESTIONS: (filled by both start-ups and individuals)**

**Under the general topic of The Green Transition, please specify the sub-topic that you are applying for:** (Please mark the answer)

* *Circularity*
* *Decarbonization*
* *AgTech*
* *BioScience*

**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.;
* 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 exact name and surname/start-up name you used in the Name and surname/start-up name section of this Form.