Companys name/Logo

Oneliner: A short sentence that describes what you do and for whom you do it

**Contact**Name and title   
Phone:   
Mail:   
 **Website**  
[www.business.se](http://www.business.se)

**IPR**  
List current IPR:s filed or approved.

**Capital need**Describe how much capital you need, what it’s intended to cover and over which time period.

**Partnership**Write if you need more investment from private and institutional investors and if you are interested in strategic partnerships. Also describe in which areas you are looking for collaborations, such as sales or distribution.

### Team/Scientific advisors

List persons, titles and positions.

### Management/Board

List persons, titles and positions.

### Background (if space left)

Write down a short founding information and your vision.

Maximum number of characters: 300 characters, including spaces.

Picture of the team

**Market need and potential**

Under this heading you should describe what the market’s needs are, why your area is important and why it is in need of a new solution.   
Maximum number of characters: 1 000 characters, including spaces.

**Business idea**

In short, describe your innovation and business model.

Maximum number of characters: 800 characters, including spaces.

**Competition**Describe your competition or current alternatives on the market or in practice. Maximum amount of characters: 500 characters with spaces.

**Advantages**Describe in bullet points why your product is the best option for the existing need. Keep the points simple and with one thought in each.

Maximum number of characters: 700 characters, including spaces.

**Current status**

Describe in what stage your company is in right now. Maximum number of characters: 400 characters, including spaces.