

# Startup4Climate

## Read this first.

### Criteria

For a submission to be accepted in the challenge your project must be in line with the definition of the energy transition, i.e. that it promotes the switch from current energy and transport systems to those systems and solutions that are smarter, more efficient and more climate friendly.

### The Pitch

Shortlisted startups must be prepared to pitch their submission live to the jury of experts on the 15th of September 2020 in Stockholm, Sweden. Pitches should be a maximum of 10 minutes long and should answer the questions stated in the previous paragraph ("Questions to be answered"). Use of prototypes and digital presentation tools is encouraged.

### The Final Event

If the jury believes your project can work wonders for the energy transition, you will be expected to attend the final event on October 1st 2020 in Stockholm, Sweden where all the winners will be presented.

### Other


If your submission takes home the grand prize, nobody but you will continue to own your projects. By submitting your project you agree to your company and your project being presented in external communication created by GodEl, Ellevio and THINGS.

All physical events will take place in Stockholm. All potential costs related to travel and accommodation will be paid for by the contestants.

Practical information about the events will be sent out well in advance.

## How to win.

Whether your submission will be chosen to pitch and have a chance to win the grand prize will be determined based on how well it meets the following criteria:

- **Sustainability** – is your idea environmentally and socially sustainable?
- **Doability** – is it, you guessed it, doable?
- **Business Model** – is it profitable?
- **Uniqueness** – how does it differ from already existing ideas?
-  – an unofficial criterion based solely on the jury's emotional response to your project.

Fill in your submission on next page.





## The Submission form.

Join the challenge by filling in this form and sending it to [hello@startup4climate.se](mailto:hello@startup4climate.se) no later than the **1st of July 2020 23:59 CET**.

PROJECT NAME:	COMPANY NAME:
WEBSITE:	ORGANISATION NUMBER:
NAME OF CONTACT PERSON:	E-MAIL:
ROLE/TITLE:	PHONE NR:
Project elevator pitch (max 100 words):	
In what way does your project affect the energy transition?	
If you were granted 1 000 000 SEK, how would you use it to accelerate the energy transition?	
If you win, what will you achieve in the first six months after receiving the prize?	
What is your main obstacle to turning your project into a profitable business and how can it be overcome?	