**Pitching Event Application Form**

**Company name**:

**Company address (operational HQ & registered address):**

**Registered office:**

**Operating Office:**

**Contact details: Name, position, telephone number and email address – also website if applicable:**

**Company size: Turnover & employees:**

**Status: start-up/pre-revenue/revenue earning:**

**Funding sought: amount, type and proposed use of funds:**

**Use of funds**:

**Executive summary requirement**

In no more than two pages it should outline:

* Market being tackled - customer need, size and scale of the opportunity, competition and route to market
* Distinctive features (USP) of the product or service being offered/proposed
* IP in the product/service and its protection
* Business model for revenue generation
* Funds required and their application
* Current financial position and projections
* Management team and previous experience