Y2Y selection

for participants in the training of entrepreneurial skills, creativity, and communication for business

1. Contact&team

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| --- | --- |
| First name |  |
| Last name |  |
| Phone |  |
| E-mail |  |
| City |  |
| Country  |  |

*If need for additional member, add table*

### 1.1. Why you can establish this business? *(hint to industry experience, technical expertise, business/entrepreneurial experience, education background, etc.)*

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2. STARTUP DETAILS

### 2.1. In one sentence, explain your startup.

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### 2.2. Explain the problem/needs that you solve.

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### 2.3. Describe how you are going to fulfill these problems/needs. Quantify your value proposition.

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### 2.4. How does it work?

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### 2.5. At what technology stage is your product/service? (ie idea, prototype, etc.)

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### 2.6. Who wants to buy your product and/or service and how big is the market?

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### 2.7. How will you make money?

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### 2.8. Description of the competitive landscape and what you do differently.

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3 DEMO

### 3.1. Pitch Deck (presentation) (please prepare in pdf format)

### 3.2. Pictures/Diagrams [Optional] (Only files of the following formats: gif, jpeg, jpg, png)

### 3.3. Which markets do you target with your product/service? Primary Market or Secondary Market

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