



To apply for participation in PBP, please fill out this info and send to [lene@norinnova.no](mailto:lene@norinnova.no) before 15<sup>th</sup> of January 2016.

(Note: max length 2 x A4 pages)

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Company Name:

Position in Company:

Address:

E-mail

Phone:

Homepage:

Line of business:

Product/Service short description:

Funding needs in NOK:

Describe the business idea (focus on customer needs covered by idea):

Market analysis: (target group, expected customers/clients, distribution, possible partners, competitors):

Team (Skills & experience)

Development (how far has the idea/project come, what are the next stages?)

Important tasks in near future:

Ambition for idea/project/ estimated market potential:

Why should we pick your start-up idea to participate in PBP 2016?

Other relevant information:

**We would encourage you to send a video with your application, where you pitch why you should be picked for the Norwegian finals. This will increase your chance to be picked as one of the finalists! Please note that videos might be published on Facebook, web and other social media for promotion of the event.**