

AUSSEN
WIRTSCHAFT
ZUKUNFTSREISE

LONDON CALLING

CENTRAL EUROPEAN ICT STARTUPS 2016 PITCHING

25.10.2016 – 26.10.2016

FIRMENPROFIL / EXECUTIVE SUMMARY

CONTACT DETAILS

Österreichisches AußenwirtschaftsCenter London
E london@wko.at

Ansprechpersonen:

- Christian **KESBERG**, Wirtschaftsdelegierter
- Monika **DUNKEL**, Technologiebeauftragte

DEADLINE

Monday, 22.08.2016

START-UP NAME	
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CONTACT

FIRST NAME	
LAST NAME	
E-MAIL	
INTERNET	
PHONE	

START-UP TEAM

FOR INTERNAL RESEARCH PLEASE PROVIDE FULL NAMES & LINKS TO LINKEDIN PROFILES
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YOUR KEY TEAM – IF CHOSEN, THIS TEXT WILL BE USED FOR INVESTOR BROCHURE

Name, function (CEO, CTO; CFO; ...), experience

Do you have advisors?

YOUR COMPANY'S DATE OF INCORPORATION

YOUR COMPANY STAGE: (IDEA, PROTOTYPE, USERS, REVENUE IN AUSTRIA, IN OTHER COUNTRIES)

PLEASE DESCRIBE YOUR START-UP IN 2-3 LINES

PLEASE DESCRIBE YOUR FUNDING TO DATE AND FUTURE FUNDING NEEDS

"ELEVATOR PITCH" - PLEASE WRITE A FEW LINES ABOUT THE FOLLOWING:

the need/problem your start up solves, advantages of existing solutions, potential market, technology and patents

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OUR PRODUCTS & SERVICES – IF CHOSEN THIS TEXT WILL BE USED FOR INVESTOR BROCHURE

(Max. 150 words)

WHAT MAKES US UNIQUE – IF CHOSEN THIS TEXT WILL BE USED FOR INVESTOR BROCHURE

(Max. 150 words)

WHY SHOULD YOU MEET US – IF CHOSEN THIS TEXT WILL BE USED FOR INVESTOR BROCHURE

(Max. 40 words)

WHAT DO YOU HOPE TO ACHIEVE FROM YOUR VISIT TO LONDON?

PLEASE COPY & PASTE YOUR EXECUTIVE SUMMARY HERE

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DON'T FORGET TO MENTION:

The lead founder's name, and complete contact information.

A one-line summary of your company. It should be immediately clear what you do.

- **FINANCIAL INFORMATION** How much investment you have, how much you want.
- **FOUNDER TEAM** The most important section. The team is the key to success: a good idea will fail if the team is low quality..
- **ADVISORS** Find 3-4 advisors to help with connections, experience, and information. Look for lawyers, CPAs, recruiters,..
- **SUMMARY** A two-to-three line summary of your business.
- **PROBLEM** A two-to-three line outline of your customers' problem.
- **SOLUTION** How you will solve that problem.
- **TARGET Market** The size of the opportunity.
- **COMPETITORS** A list of 3-4 main competitors. Why are you special? What is your USP?
- **COMPETITIVE ADVANTAGE** What you offer that your competitors don't offer.
- **MARKETING STRATEGY** How you plan to market your solution.
- **MOBILE STRATEGY** If relevant to your project, show investors your plans for mobile and apps.
- **REVENUE MODEL** How you'll make money.
- **FUNDING** Your current funds, your monthly spend, how much time & money you need to launch in the UK.
- **EXIT STRATEGY** Describe your exit strategy

By submitting your company's profile you agree that all information submitted can be published to the media or to relevant bodies in United Kingdom.

If you are chosen we might ask you for a company logo.