

Tips & Tricks

Pitch

There isn't a single "perfect" way to pitch, but we recommend including some of the following points:

- **Introduction**
- **Problem**
- **Solution**
- **Market**
- **Competitors**
- **Business model**
- **Team**
- **Milestones and/or roadmap**

It's crucial to show that your idea is realistic, and your execution capability. This isn't a blueprint, and you're free to shape the pitch as you see fit. The goal is to convince the jury that you're the ones who should move forward to the semi finale in Hemsedal. You can find a pitch deck example [here](#).

Business plan

We don't set any requirements for length, but we recommend that it should be short and sweet, and preferably no more than 4 pages. Here are some examples of what your business plan could include.

- **Business Idea:** Highlight the problem and solution. What problem do you solve? How do you solve the problem?
- **Market:** What market are you targeting? How large is the market? Are there any relevant trends supporting your potential? Identify key competitors and their strengths and weaknesses. What makes you better than similar solutions available today?
- **Customers:** Who is your customer? Do you have any customers today? Which segment? Which country?
- **Team and their background:** An introduction to key members of the team, their roles in the company, and their relevant experience and skills.
- **Current Status:** Where are you today? What are your next step?
- **Risk Assessment:** What risks do you face moving forward? What challenges do you encounter? How will you address these?