**RespiceSME Video Pitch Contest**

**Participation Sheet\***

|  |
| --- |
| **Company Data**(please fill in with the data of the company submitting the video) |
| Company Name:            | Country:       |
| Founded in (Year):        |
| Address:                 | Number of Employees:       |
| **Description of Business Idea, submitted for contest** |
| What is the need that you are trying to address with your new product/application? How come that you know that there is a market for that? (Max. 400 characters) |
| What is the novelty of your proposed solution? What are the key differentiators? How does it compare with existing alternatives, if any? (Max. 500 characters) |
| What photonics technologies have been used to develop the new product/application? (Max. 200 characters) | What clearly-defined benefits will be gained by the customer and/or an end-user by adopting your product/application? (Max. 400 characters) |

**\* All boxes are compulsory; character limits do not include spaces**