**RespiceSME Video Pitch Contest**

**Participation Sheet\***

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| **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**