



ZAGREB CONNECT 2017.

Application Criteria

Zagreb Connect Pitching Competition is an event reserved for the best innovative companies to present themselves and connect to investors and partners.

Who can apply?

- Tech startups (software & hardware) targeting an international market
- Early stage projects, not older than 3 years
- Funding raised to date less than €100k in funding
- All industries
- Scalably and globally

Evaluation criteria for the Pitching Competition

The registered startups will be screened by a jury based on the information the startup has provided when they registered. Please have in mind that the jury isn't familiar with your product as well as you are. Be sure to carefully and concisely present business potential in an attractive way for potential investors and partners.

The evaluation will be based on your:

- **Product**
 - The products offered are innovative, technologically advanced and have distinct competitive advantages.
- **Market potential**
 - The company has identified a good market and customer base for their products and knows how to reach them.
- **Gained traction**
 - The company clearly shows evidence of demand for their product.
- **Team experience & expertise**
 - The company's team has the necessary skills and experience to grow the business.
- **Investment readiness**
 - The company has shown competence and has validated products with metrics that matter as a way for an investor to assess project maturity and business opportunity.
- **Market and competition examined in detail**