

# FAQ - Frequently Asked Questions

## Part 1 – Before applying

### What is the Nordic Cleantech Open?

The Nordic Cleantech Open is a competition aiming to identify, strengthen and showcase the new early-stage cleantech companies and business innovations in the Nordics and Baltics. The whole cycle, which encompasses start-up sourcing, applications, jury evaluations and events, aims to raise the interest of international investors and industrials towards cleantech companies/innovations, thus accelerating their access to the global market.

### Who can apply?

- Businesses based in one of the Nordic or Baltic countries (Denmark, Sweden, Finland, Norway, Iceland, Faroe Islands, Estonia, Latvia or Lithuania). Applications from businesses outside these countries will be rejected.
- Companies that own the rights to the idea with which they are entering the competition.
- It is recommended that the applying company is a start-up that has received less than 1 MEUR in external private financing. Grant funding, bank loans, revenues and money from friends and family is excluded. However, if your start-up is slightly above the recommended funding level and looking for further investments and industrial exposure, you are welcome to apply.
- **Previous Top 25 companies are not eligible to apply again.**

### How do I know if my solution qualifies as cleantech?

In the past, when clean technologies were merely a promise, the market saw as “cleantech” technologies related to clean energy (solar, wind, hydro). However, as the sector boomed, other technologies aiming to build a more sustainable future were also included under the same cleantech “umbrella”.

At Cleantech Scandinavia we adopted a flexible approach about the term: **we are looking for technologies that can reduce environmental impact directly or indirectly, and so are our members and partners.**

- **Direct effect:** technologies that directly mitigate or remove emissions, technologies that directly reduce resource use, products that provide a more sustainable alternative, products that help users reduce their environmental footprint, etc.
- **Indirect effect:** enabling technologies, technologies that increase production efficiency, technologies that support adaptation to climate change, technologies that enhance our understanding of the climate, etc.

### I have received more than 1 MEUR in funding, can I still apply?

The 1 MEUR is a guideline more than a deal breaker, because this competition focuses on “early-stage ready to scale” companies. Some technologies require more than 1MEUR just to proof viability, some not, hence if you are still considered an early-stage company with above the recommended funding level and looking for further investments and industrial exposure, you are welcome to apply. Grant funding, bank loans, revenues and money from friends and family should be excluded from that sum.

## What is the selection process?

The selection process takes place over several months and can be summarized as follow:

### 1) **EVALUATION OF YOUR WRITTEN APPLICATION BY OUR JURY MEMBERS**

Your written application will be reviewed by at least 10 jury members from which you will receive written feedback.

The jury will grade your application based on the following three criteria:

- 1) **Innovation:** business idea, business model, problem solving ability, uniqueness and environmental benefits
- 2) **The Market:** accessibility, size and growth dynamics
- 3) **The Ability to Execute:** finances, team competences, connections and network

The Top 25 companies are selected based on the overall grade they receive. All companies will receive written feedback on their application, but grades won't be disclosed.

### 2) **NORDIC CAMP**

The Top 25 companies are invited to the Nordic Camp where they will have the opportunity to pitch in front the jury panel. Companies have 5 minutes to pitch, and 5 additional minutes are allocated for Q&A. The pitch should focus on the three grading criteria mentioned above but it can also be used to answer some of the written feedback received on the written application.

Grades and feedback are collected on the day and the Top 10 is announced shortly after. The selection of the Top 10 considers both the grades from the pitch and from the written application.

### 3) **NORDIC CLEANTECH OPEN FINALS**

The Top 10 companies are invited to the Nordic Cleantech Open Finals where they will have a last chance to showcase themselves! This time, the selection is solely based on the applicants' pitches and is done by vote. The Top 3 winners are nominated following a vote by the jury panel.

## My company has a pending patent. Is my information safe?

Absolutely. Any information you share in your application will remain confidential and will only be shared internally.

## Part 2 – The application

How to apply? Step-by-step explanation.

Applications are submitted online, via [this link](#).

### Important:

- Answer the questions clearly and concisely: the limit for most open questions is 500 characters
- You can upload an illustrative picture, document, or video with the application. This is voluntary.
- Fields marked with an \* are compulsory

### GENERAL QUESTIONS

Company name \*

Country  City \*

Address \*

Phone number \* (Eg. +46701234567) Company Email \* Website \*

### TELL US ABOUT YOUR COMPANY AND YOUR BUSINESS MODEL

Foundation Year \*

### How long does the application process take?

We estimate that it takes about 30 to an hour depending on how much content you already have prepared.

### Are there any participation fees?

The participation in the event, including the application and attendance to our events is completely free of charge. The only cost that you would have to cover yourself would be travel costs to the event.

### Can I select more than one Cleantech Segment? My company fits in more than one.

We understand that many technologies can fit in more than one segment. In that case you should choose the one that you believe reflects your impact best. This information is used for internal statistics purposes and doesn't impact your grade.

The following question focused on sub-segments gives you the opportunity to be more specific, using tag words to describe your area of focus.

### How do you handle my data? Who will have access to my application?

All the information you provide is shared only and exclusively with Cleantech Scandinavia and the jury members.

## What answer is expected in the question “Have you calculated the environmental impact, actual or potential, of your solution?”

This question aims to understand if you have calculated the positive environmental impact that your solution can generate, one of the most important aspects being climate impact or how much GHG emissions are avoided or reduced by using it. If you have, you answer yes and elaborate on the results of that assessment.

## Part 3 – After the application

### What happens after I send the application?

You will receive a confirmation email from us after you submit.

### I have submitted my application, but I want to make changes.

If you wish to change your application after you have already submitted it, the only option you have is to submit a new one before the deadline. The new application will replace the old one and you will receive a new confirmation e-mail.

### When will I be notified if my company is selected as Top 25?

You will receive an email from us **by the 20<sup>th</sup> of August**. If you are nominated as one of the Top 25 companies, you should let us know if you are interested in competing further in the competition.

### Do I need to attend all events? How many team members should attend each event?

We invite the Top 25 companies to attend the Nordic Camp event and the Nordic Cleantech Open Finals. As a Top 25 company you need to attend the Nordic Camp event to stay in the competition. However, participation in the Nordic Cleantech Open finals is only mandatory for Top 10 companies.

We invite one company representative to attend each of these events free of charge. You are welcome to bring an additional team member at your own cost.

### What else can I expect after the Nordic Cleantech Open? What are Cleantech Scandinavia’s services for startup-ups?

We offer many pitching opportunities for startups throughout the year, most notably our monthly Cleantech Dealflow Webseries. Every month, we showcase five startups within a specific field to an audience of 20-30 investors. We host other events throughout the year where we like to invite previous Nordic Cleantech participants.

Read more about our events [here](#).

If you are looking for something specific, don’t hesitate to contact us and we will do our best to assist you.

## Contact

If you have a question that has not been answered above, do not hesitate to contact our team. We assure an answer in two business days maximum.

**LAURA FOSTINONE**

Business Area Manager -  
Innovation & Venture Ecosystem  
laura@cleantechscandinavia.com  
+46 (0) 70 140 3857

**AZILIZ LE ROUZO**

Innovation and Research Analyst  
aziliz@cleantechscandinavia.com  
+46 (0) 739 106 540

**LEONOR ZUBILLAGA**

Events and Marketing Coordinator  
leonor@cleantechscandinavia.com  
+46 (0) 72 246 9982

