

FAQ - Frequently Asked Questions

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Part 1 – Before applying

What is the Nordic Cleantech Open?

Nordic Cleantech Open is a start-up competition for cleantech entrepreneurs from the Nordic and Baltic regions. The purpose of the competition is to identify the 25 best and most innovative seed stage cleantech start-ups from the Nordics and Baltics, to then highlight them to our international jury of investors and industrial actors. The process puts the start-ups in the spotlight, with the goal of supporting and accelerating their transition into the global market.

Who can apply?

- Business 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 you are entering the competition.
- It is recommended that the applying company is a start-up that has received less than EUR 1,000,000 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?

Cleantech products and services contribute to one of the following objectives:

- Reduces or eliminates environmental harm, for example by pollution prevention and control, reduction of greenhouse gas emissions or unsustainable/inefficient use of natural resources;
- Brings environmental benefits, for example by protecting healthy ecosystems or improving the productive and sustainable use of natural resources.

Your company or idea can have a direct or indirect effect on reducing climate impacts. A few examples:

- Direct effect: companies that prevent food waste; improve logistics with smart apps and therefore fuel consumption; that sells sustainable material for the construction industry, etc.
- Indirect effect: companies that are developing AI or robotics that can potentially improve energy efficiency or any other environmental benefit as one of the applications, that are developing nano-solutions that reduce use of resources, that influences behavior that leads to savings, etc.

Why should you apply?

There are several reasons why you should apply:

- Improve your business traction. Our results show that after the competition, the Top 25 companies have, on average, a larger turnover than the median of other Nordic cleantech companies.

- The Top 25 companies get a free, all-inclusive weekend called Nordic Camp at Trolleholm Castle, where you pitch and meet the Jury and fellow entrepreneurs. This is a highly appreciated social event, which gives you the opportunity to meet investors and industries on a less formal and more relaxed setup.
- All Top 25 companies get a full description in our widely distributed Top 25 Report.
- The Top 10 Nordic Cleantech Open finalists have a chance to pitch in front of ~200 selected people at the Nordic Cleantech Open Final and Cleantech Capital Day in 2020, where you meet investors and industrial companies interested in cleantech.
- Gain global visibility among investors and industrial actors from all around the world.
- All applicants get written feedback from our expert jury. They will assess your innovation, market potential and ability to execute.
- All applicants are added to the Cleantech Scandinavia database, where our members regularly search for innovations and investment opportunities and you get to be invited for special showcases and events to matchmaking.

Is the Nordic Cleantech Open an event? Do I have to attend to seminars? What if I am too busy and don't want to participate in the events?

The Nordic Cleantech Open is not an event, it's a whole process that includes events, but you can also participate and put your company to the industry and investors spotlight even if you can't be present at the events.

The Nordic Cleantech Open does not require being at seminars nor any startup-school type of competition.

There are 2 parts of program that your attendance is highly encouraged but not mandatory:

- Trolleholm Castle weekend (to be confirmed, late spring)
- Nordic Cleantech Open Finals (Autumn, 2021)

We encourage your participation because it is an exclusive opportunity for you and other companies to pitch and for you to meet investors and talk to them in depth. That is only for the Top 25 selected companies. You will try your solution and hear live feedback at the matchmaking from "real" public investors, VC and Corporate Ventures at a very intimate and social event. We put your name out there to the world and you can decide how you want to interact later with them.

What do you typically look for in your Top 25?

In wider terms, we are looking for companies that are early stage to somewhat established and looking for growth and scale opportunities and investments.

The Jury will judge the applications based on 3 main 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

Companies that excel and have an interesting development in the above-mentioned areas, will be most likely successful. However, as it is a competition, it is not only how your company performs in each of the criteria but also how well it goes against the other applicants.

How is the selection process?

After you submit your application, there are mainly 4 steps after:

- 1) Cleantech Scandinavia team will review and submit to the Jury Members evaluation, which will provide grades for each section as stated above. The Jury returns each application with a grade and a written feedback. Cleantech Scandinavia puts the grades together to select the Top 25 companies of the 10th Nordic Cleantech Open.
- 2) Top 25 are invited to the Castle weekend (Trolleholm, dates to be confirmed) where they will pitch and be evaluated again by the crowd of Jury members. The grades are collected, and feedback is done directly to your team. There could be changes to this plan according to COVID-19 limitations.
- 3) Considering grades given from the pitches and from previous application assessment, Top 10 companies are indicated and invited again to pitch in a larger event, the Nordic Cleantech Open Finals (dates to be confirmed) when they are again evaluated by voting.
- 4) The Top 3 most voted companies by the public of the event are nominated 1st, 2nd and 3rd winners.

Can I contact previous applicants to see their impressions about the competition?

As organizers of the competition, we encourage you to contact previous participants and get your own impressions from them.

Here are the Top 25 companies from the 8th Nordic Cleantech Open:

<https://www.nordiccleantechopen.com/partners/top-25/>

And here you can also check the Top 25 from the previous years:

<https://cleantechscandinavia.com/publications/reports/>

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

Absolutely. We take your information very seriously and it will not be public nor shared with anyone but to Cleantech Scandinavia team members and our members network, which are also the Jury to evaluate your application.

Part 2 – The application

How to apply? Step-by-Step explanation.

You have two options:

1. **Fill in a normal form with your information**
2. **Signing in to F6S and fill in the form there.**

For the Nordic Cleantech Open there is absolutely no difference or gain in applying in one or the other, it's a matter of your preference.

Link to application forms can be found at the main page <https://www.nordiccleantechopen.com>

If you choose to apply via a normal form, the Webform

It's a very simple straight forward application. Just fill in your info considering:

- Answer the questions clearly and concisely: the limit for most open questions is 1000 characters
- You can upload an illustrative picture or document with the application. This is voluntary
- Fields marked with an * are compulsory

If you wish to change your application after you have already sent it, you can either update your existing application or send a new one before the deadline. The new application will replace the old one and you will receive a new confirmation e-mail.

GENERAL QUESTIONS

Company name *

Country *
 Country where the company has its headquarters

City *

Address *

Phone number *
 (Eg. +46701234567)

Website *

TELL US ABOUT YOUR COMPANY AND YOUR BUSINESS MODEL

Foundation year *

Cleantech segment *
 Choose the segment that best reflects the core of your business

Advanced and Sustainable Materials - new materials (nano, biomaterials, electronics etc.)

Air and Environment - ways to cut pollution

Energy Efficiency - more efficient methods and devices

Energy Generation - replacements for fossil fuels

Energy Infrastructure - new ways to distribute and control energy

Energy Storage - better ways to store energy

Manufacturing and Industrial - new ways to improve industrial performance

Transportation and Logistics - greener cars, buses, trucks, planes or other means

Waste and Recycling - ways to reduce waste

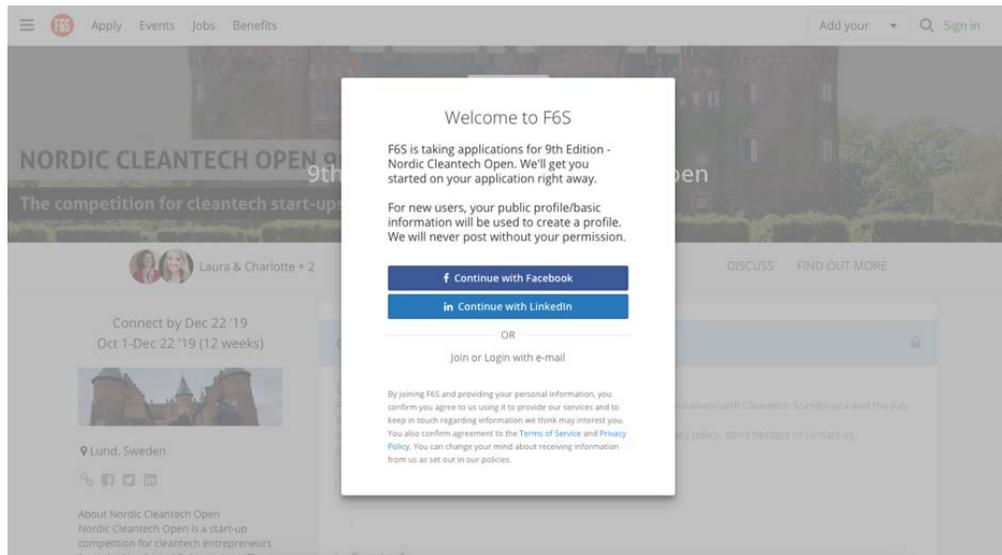
Water and Wastewater - ways to purify and handle water

Other

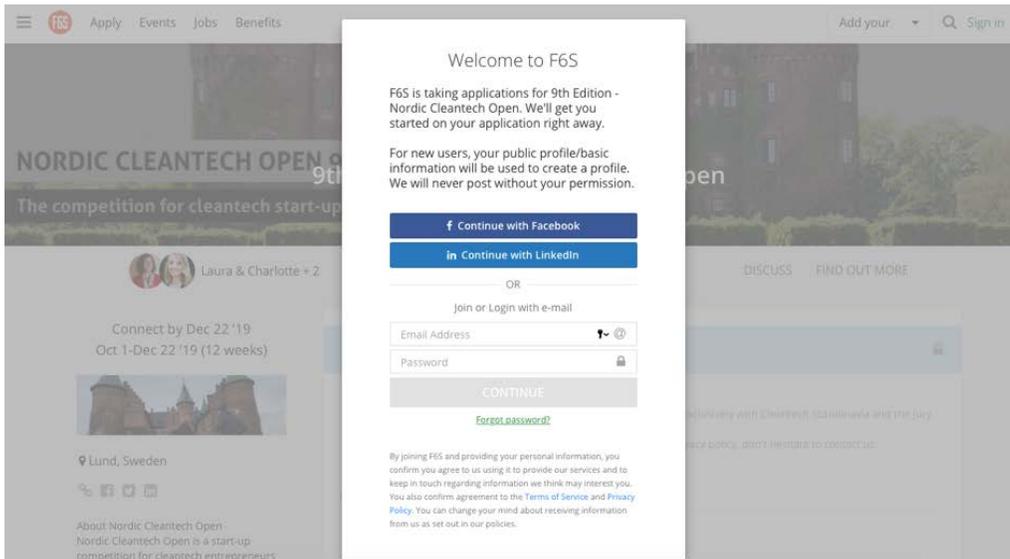
If you choose to apply via F6S:

Below is a step-by-step on how to reach the questionnaire:

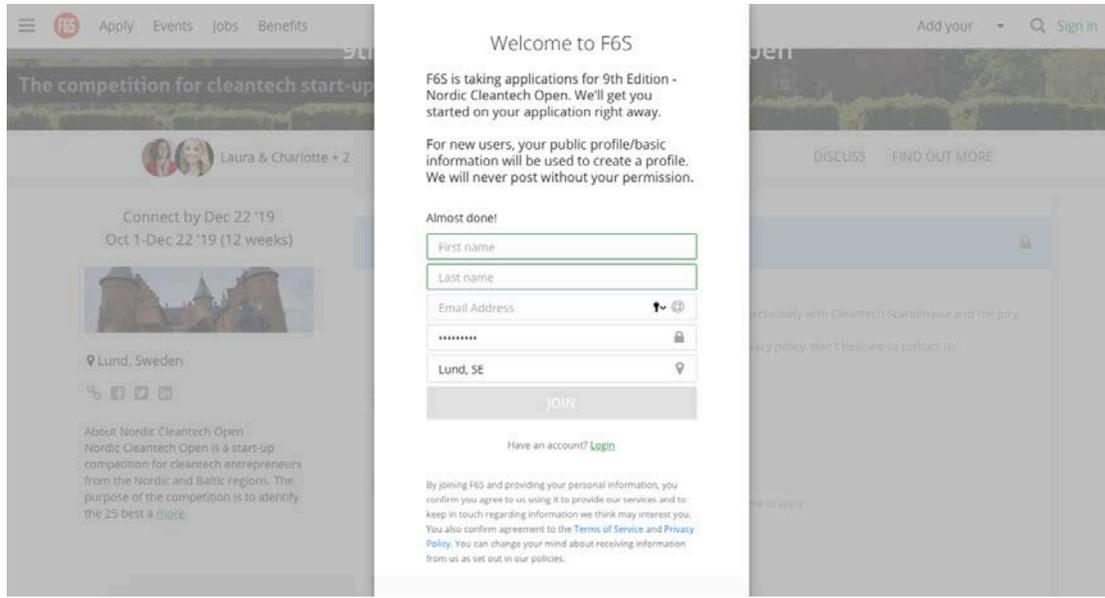
- 1) When you click on the link to apply, you should see this page below. In case you are directed to the Nordic Cleantech Open page, it is because you are already logged in.



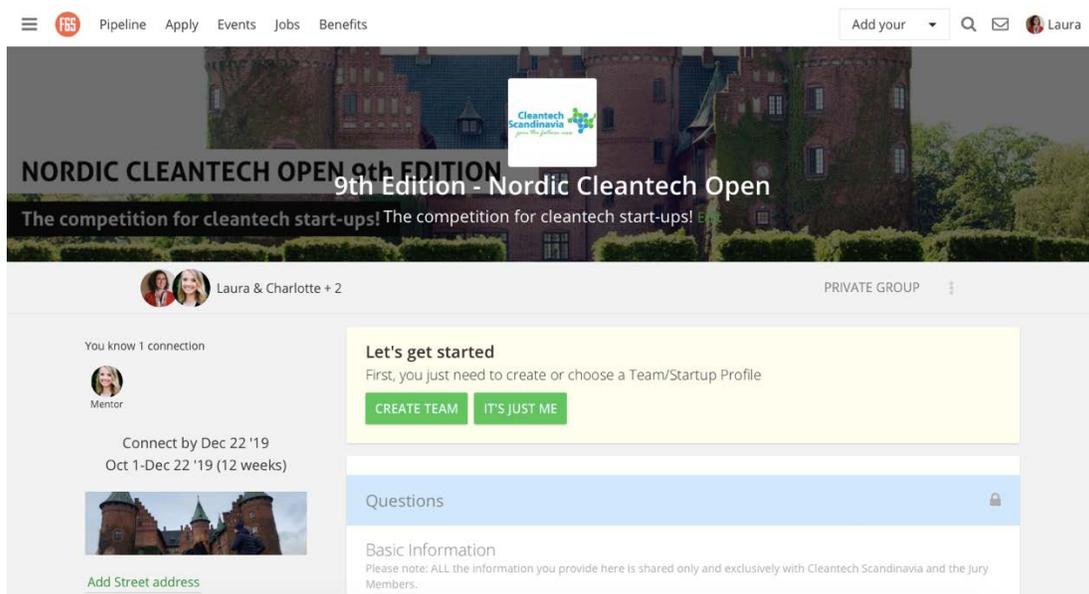
- 2) Choose between one of the options:
 - a. Sign in with Facebook or LinkedIn: they will ask your login credentials
 - b. Join or Login with e-mail



- 3) If you choose "Join or Login with email", enter your details as asked below, create a password and click on "Join".



- 4) Once you created a Login, you should see the page below which again presents 2 options:
- “Create team”
 - “It’s just me”



- 5) Which one should you choose? What is the difference between them?

It is up to you which one you should choose. For Nordic Cleantech Open, we will only evaluate what you insert in the “Questions” fields, not how you created your login or identified yourself in the F6S platform.

The difference between them is:

- “It’s just me”: You apply with your personal user. Do not worry, it’s just a login detail, we know that you are applying in the name of your company.
- “Create team”: You apply with a company profile. The F6S platform have other opportunities that could be beneficial for your company to have a company profile there. Again, this is not an advantage for the Nordic Cleantech Open, just another way of applying.

Please follow below each

6) If you chose “It’s just me”

You should see a page like this, and you can start answering the questions immediately.

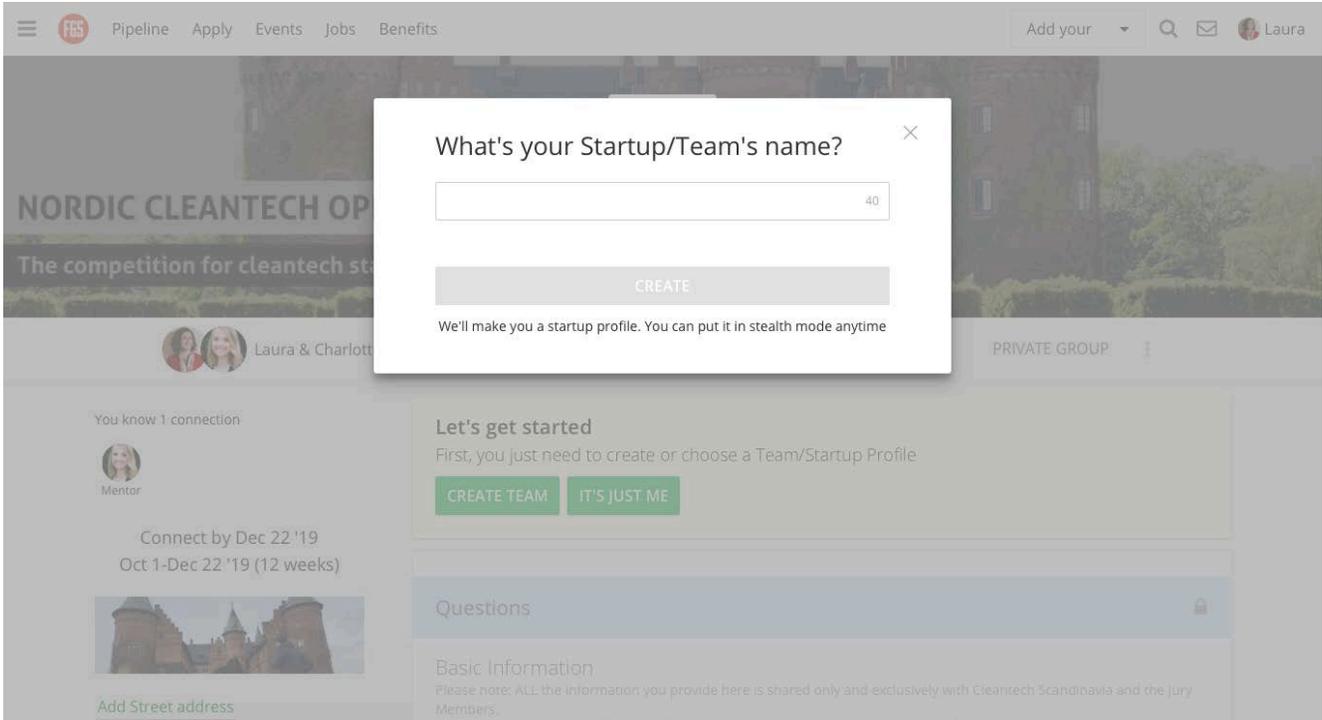
We know that your company is made of more people than “Just you”, however, in this case, you can choose that option because you will have the opportunity to present your team throughout the application.

The screenshot displays the user interface for the application. At the top, there is a navigation bar with 'Apply', 'Events', 'Jobs', and 'Benefits' options. A search bar and user profile 'Laura' are also visible. Below the navigation, a banner indicates the email address 'laufosti@gmail.com' and a 'Change it' link. The main content area is divided into two columns. The left column shows the user's location 'Lund, Sweden' and social media links. The right column features a profile section with a camera icon and the text 'YOUR NAME HERE'. Below this, there are options to 'Update your profile' and 'Put profile in stealth mode'. The 'Questions' section is highlighted in blue and contains a 'Basic Information' form. The form includes a text input for 'Company name *', a dropdown menu for 'Country *' with a note: 'ONLY companies established in one of the Nordic or Baltic countries are welcome to apply.', and a text input for 'City *'. A privacy notice is also present, stating that all information is shared exclusively with Cleantech Scandinavia and the Jury Members, and providing contact information for the privacy policy.

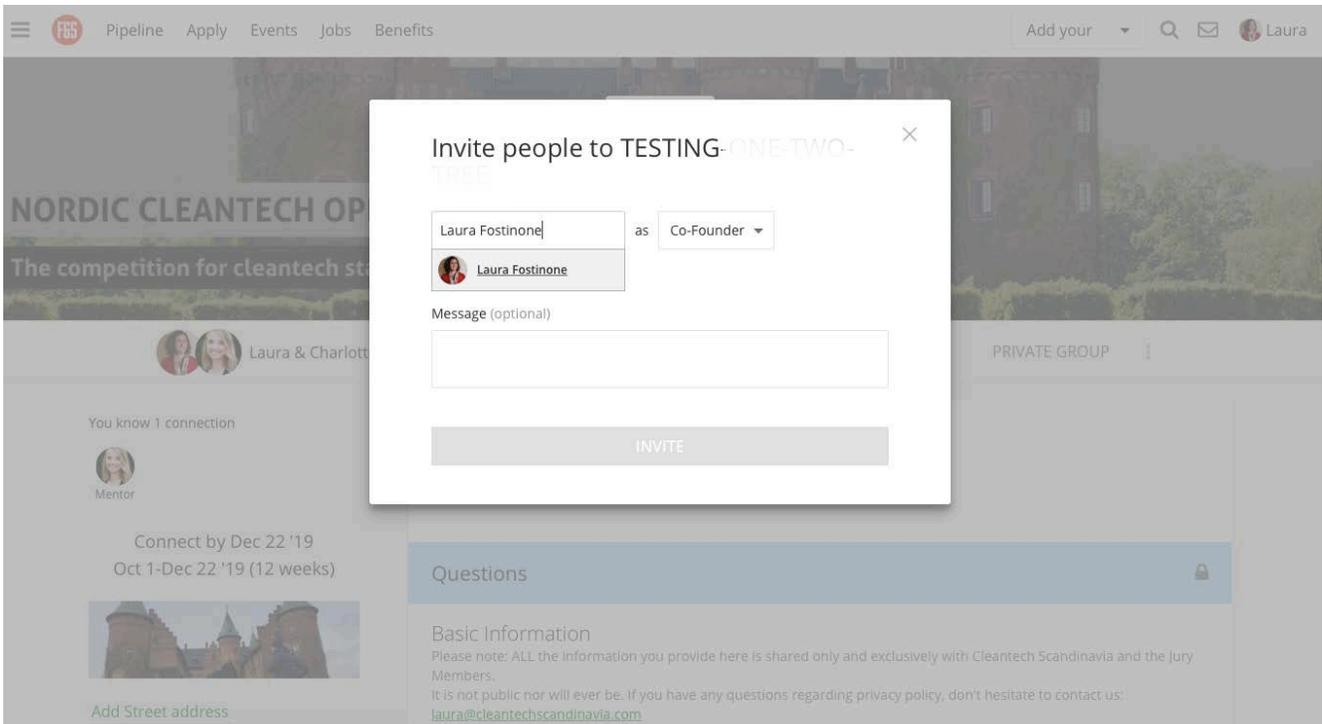
7) If you chose “Create team”

Write your company name in the field “What’s your Startup/Team’s name? and click “Create”

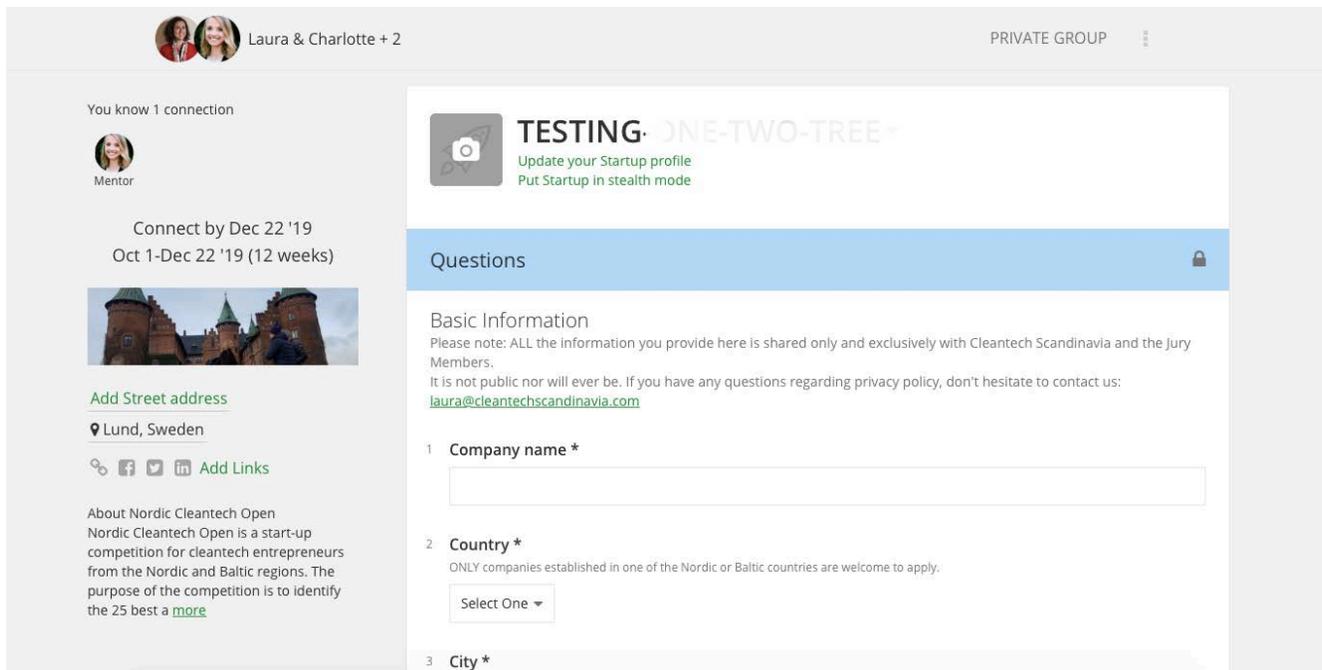
Note that if you already have a company profile at F6S, you won’t be able to create another one. You will have to retrieve the pre-existing profile and then login.



- 8) Add other team members as you wish. You can invite them by email, and they can create their own profiles later on. You can also not invite anyone and close the box on the “x” at the top right corner.



- 9) You should see the name of your start-up/team above and you can start answering the application questions immediately below.



How long does the application process take?

It depends. Normally companies have already developed answers to the questions we ask in the application. In that case the feedback we got last year is that takes roughly 20 to 30 minutes from start to submission.

However, it is possible that you will have to adapt your answers a bit, and in that case it would take longer.

Is there anything else involved that I should be aware of? Fees?

The application is completely free and your participation in the TOP 25 and TOP 10 events are also free of charge. During the weekend at the castle in Trolleholm, we also cover the costs for accommodation and food. The only cost that you would have to cover yourself would be travel costs to the event (i.e. Lund, Sweden).

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

All the information you provide in F6S is shared only and exclusively with Cleantech Scandinavia and the Jury Members. It is not public nor will ever be.

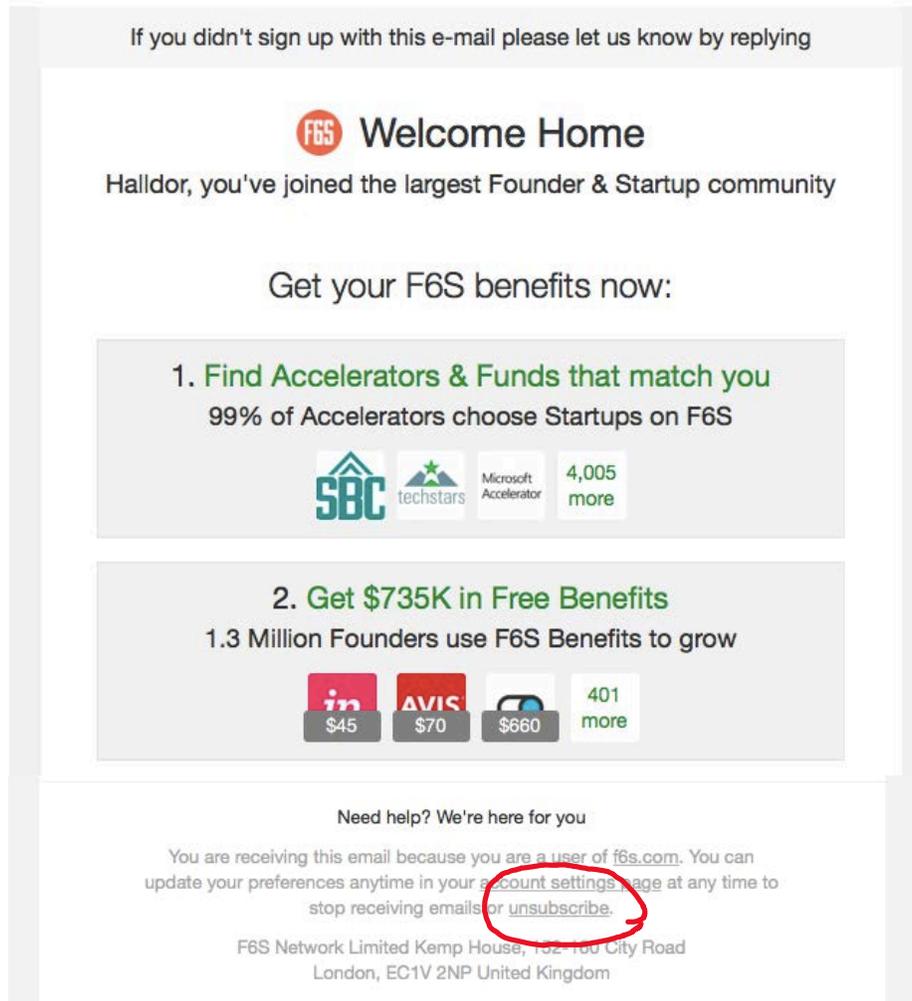
That is our commitment and our privacy policy as well as the F6S Privacy Policy.

Part 3 – After the application

What happens after I send the application?

You will receive a confirmation email from F6S or the Webforum after you submit.

Most probably you will also receive another email from F6S about other opportunities available at the platform. Feel free to ignore or to unsubscribe.



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

In that case our team will have to delete your previous application and you will have to submit it again. Please contact us directly to discuss this.

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

Of course! That is why leaving accurate emails and contacts is so important. The Top 25 companies will be announced in our pages and directly to your emails in April.

What else can I expect after the Nordic Cleantech Open or Cleantech Scandinavia's services for startup-ups?

We are constantly developing opportunities to bridge the gap of startups and financing and market opportunities, therefore the best and easiest way for you to be in our "observation tower" is to submit your application and be in touch with us.

If you are looking for something specific, such as getting into a specific new market or looking for a potential partner to test your solution, feel free to let us know, and we'll see how we can best assist you.

Otherwise, browse through our page, there are many programs apart from the Nordic Cleantech Open that could be interesting for you.

<https://cleantechscandinavia.com/>

Follow us on LinkedIn and Twitter:

<https://pt.linkedin.com/company/cleantech-scandinavia>

<https://twitter.com/CTScandinavia>

Other

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.

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