



Nature – Based Enterprise Expo and Pitch Battle

INTRODUCTION

During *'Transforming Cities: Enhancing Well – Being; Innovating with Nature-Based Solutions'*, we look forward to hosting a Nature–Based Enterprise (NBE) Expo and Pitch Battle. Companies are invited to exhibit their solutions at a specially held event expo and from these 12 companies will be selected to pitch their solutions to city managers from all over Europe. If you're interested in this once-off opportunity to engage directly with decision makers in cities across Europe submit your application and we'll be in touch...

What type of business are we looking for?

- Nature-based enterprises providing specific nature-based solutions for towns and cities e.g. green infrastructure, 'nature-based' waste and water management solutions,
- SME's providing support services to cities when creating and drafting plans to implement nature- based solution programmes in their cities e.g. GIS mapping; collaborative planning;
- Businesses providing products, services or solutions that create resilient cities

HOW TO ENTER?

Register [here](#)

Closing date for applications to the Expo and Pitch Battle is **20th April 2018**.

EXPO FORMAT

Selected businesses will be offered an exhibition space in the central networking area to showcase their enterprise throughout the 3 day event. The expo will take each day between 14.30 – 15.30

What we provide:

Space, Table, Chairs, electrical point

What do you need to bring?

A promotional pop up banner

Leaflets, Brochures, Business Cards

Optional video or PowerPoint presentation on a mobile device

PITCH BATTLE FORMAT

On Day 1 and Day 2 during the Expo, 6 SMEs pitch for 5 minutes, the jury gives feedback on your pitch and finally the jury and audience vote during day (and over duration of event) for “**Most Promising NBE 2018**”.

The vote closes at 12 noon on Day 3.

Votes will be analysed by the event organisers, and the elected winner is announced and will be given the opportunity to give a final pitch at the final plenary on Day 3.

How to prepare for success:

We will send you a 3 slide template to present your NBE (Who are you? What is your NB solution? Why are you the best?)

On 10th May, Horizon Nua will organise 2 pitching webinars for the contestants where all the participating SMEs will have the opportunity to practice their pitches before each other. Horizon Nua will provide individual feedback to each SME and if necessary follow on one-to-one coaching.

Please Note: Pitches should be in English

WHY SHOULD YOU APPLY? OPPORTUNITIES FOR NATURE-BASED ENTERPRISES AND SME'S

- Privileged access to multiple European cities with potential to initiate strategic partnerships along with increased visibility and access to new markets
- Exhibition space to organise business meetings with relevant business counterparts based on your company profile
- Profile included in online catalogue & also in conference pack
- Pitching session in front of key decision makers from cities, researchers and European Commission officials
- ‘Most promising NBE 2018’ Award and a platform for the winner to pitch their business at the final event plenary
- Media exposure
- Network with city managers and planners, researchers and business advisers
- Access to all sessions of the event itself which addresses to innovative approaches linked to nature-based solutions

COSTS

For the selected businesses, there is no registration fee to attend Transforming Cities: Enhancing Well – Being; Innovating with Nature-Based Solutions but all attendees are expected to cover their own travel and accommodation costs.

ANY QUESTIONS

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