

# Oslo Innovation Week 100 Pitches 2022



## General Information:

Oslo Innovation Week 100 Pitches powered by DNB is a platform connecting entrepreneurs and investors. If you have an investor-ready business solution to the UN sustainable development goals, you should join.

This year, we'll be accepting applications via [CrowdWorks](#). CrowdWorks connects companies with minds and capital from startup communities, mentors, corporates, and investors. Please follow this [link](#) to apply for Oslo Innovation Week 100 Pitches 2022.

The 2022 edition will be hybrid, with all pitch videos provided by participants for juries and investors via CrowdWorks. All startups need to submit a **maximum 3-minute** video pitch no later than **June 30th**. These pitch videos will be evaluated and the top pitches will be made available on the Oslo Innovation Week website. Later on, these pitches will be subject to a preliminary evaluation by the first jury who will select the top 8 companies. These companies are invited to present in front of the final jury **in Oslo** on **September 29th** and we will announce the winner on the same day.

The OIW 100 Pitches events during Oslo Innovation Week will feature talks between founders and investors, entrepreneurs and experts. 8 founders are selected to join the main session, where they will be interviewed by the jury. This format allows for more time to understand and investigate the business ideas.

## Timeline:

- The deadline for completing your application profile is **July 25th**.
- The finale takes place physically on **September 29th**.

## Pitch criteria, format, and jury:

- Eligible companies must be **seed-stage and/or investor-ready**.
- Must identify **at least one UN Sustainable Development Goal** they are addressing
- **Max 3-minute** company pitch video
- All presentations and slides must be in **English**
- The jury is gender-balanced and will include:
  - an investor
  - a corporate executive or innovation expert
  - an entrepreneur

## Three reasons to join:

- Showcase your startup to the **largest group of investors** at Oslo Innovation Week
- Compete for the prize package (**200 000 NOK + pitch workshop** prior to the finale) sponsored by DNB
- **Exclusive access** to events at Oslo Innovation Week, **connect and meet** with people from the Nordic startup ecosystem

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## Scorecard:

Qualitative guideline to be used by judges, startups –and pitch preparations.

Note: score from 1 (worst) to 10 (best)

Score category	Description	Score 1-10 Notes
1 Quality of Presentation	Does the message come through?	
2 Real Innovation	Is there a breakthrough improvement?	
3 Timing	Is the timing right for this product or service?	
4 Team	Is the right team on board? Can they execute?	
5 Distributive Traction	Is there a clear path to scale, distribute and deliver?	
6 Durability	Is the market position defensible?	
7 Investor Readiness	Will this benefit from experienced investor help and funding?	
8 Company Secret	What's the unique opportunity no one else sees?	
Total Score		

Don't hesitate to contact us at [100@oiw.no](mailto:100@oiw.no) for any questions.