

APPLICATION FORM, WIN

Applications are evaluated by the WIN steering committee according to criteria on the back side of this form.

Company name		
Organisation number	Owner	
Contact person	E-mail	
Address	Telephone	
	Telefax	
Web address	Start year	Number of persons
Student and/or university connection (if applicable)		
Business idea / description *		
Business idea in Swedish (if possible)		
Company history / origin		
Signature	Date	
Printed name		

*) Please attach proof of registration, a more detailed description (business plan), innovation description and motivation for participation in WIN (including expectations).

Application with attachments should be sent to
 WIN, Patrik Söderlund
 IDEON AB
 223 70 Lund
 SWEDEN

Criteria for WIN qualification

1. Innovation height

Your business idea should be unique. It should have innovative or business height. It can be a challenge to existing market structures, an innovative niche player, standing out or be trendsetting.

The definition of innovative is broadest possible (innovative process, product, service, commercial strategy etc.)

2. Confidence in individuals

You should have a strong driving force, a willingness to be coached and be clear entrepreneurs who can run the company. You are willing and capable to embrace and participate in WIN activities. You are willing to contribute to other WIN members with your background, competence and network.

3. Market potential

Your idea should have business potential with prerequisites to create a growth company.