



**THE
CONNECTOR**
Sweden-Israel Innovation Initiative

**PITCH YOUR INNOVATION
– ELEVATOR PITCHES @ THE
CONNECTOR**



WANT TO PRESENT YOUR TECH?

20 frontrunning Israeli & Swedish start-ups, scale-ups & SMEs are given the opportunity to pitch at The Connector to the R&D heaviest Israeli & Swedish MNEs & academia, with the goal to launch joint market-oriented R&D projects.

WHAT DO I GET?

3 minutes to present your; competence & technology, next R&D idea, profile of ideal R&D partner and references to leading Israeli and Swedish MNEs and Academia.

- Among our industrial partners: CEVT, GE Research, Quant & Zenseact

HOW DOES THE SELECTION PROCESS LOOK LIKE?

The Connector Advisory Board will evaluate applications and select top 20 start-ups & SMEs to pitch at The Connector on September 6.

Applications are continuously evaluated. Pitching companies will be asked to provide presentation material according to pre-defined template.

HOW DO I APPLY?

Apply by filling out the application form & **submit no later than August 31**

More information about The Connector: www.theconnector.co.il.



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ELEVATOR PITCH APPLICATION FORM (1 page)

- **Company name:**
- **Company representative/s:**
(Name & title)
- **Country:**
(Israel or Sweden)
- **Company size:**
(Turnover & No of emp.)
- **Technology focus:**
(What is unique with your company's technology?)
- **Next R&D project idea:**
(Within which areas you see your next R&D project?)
- **Ideal R&D partner?**
(Who would be your ideal industrial R&D partner and why?)
- **References so far:**
(Whom do you work with now?)

Send application to:

Alma Basha alma.basha@business-sweden.se