



Henkel Ventures

Your application

Please, provide following information in your presentation (file upload):

About you

- Company presentation
- Elevator Pitch: Describe in 2-4 sentences how your solution can help Henkel
- Present your key team members (position and background)

Business Model

- Please describe your business model. What is innovative about it?
- Describe your evolution plan and glide path for the next 3 years.

Products, Services & Technology

- Please describe your key technology, product and/or service and the problem you are trying to solve.
- What is innovative about your technology or business idea
- What is your value proposition and unique selling point? What are the key building blocks for growth?
- How does your innovation pipeline look like for the next 2-3 years?
- Do you have any IP protection? Please name and describe it.

Market Analysis

- Please describe your potential market and what is the addressable market size?
- What traction have you made to date with market validation?
- Please define the competitive landscape. What are the main competitors now, who will be in the future?
- What are your competitive advantages? Why will you win in the market?

Financials

- What are the key drivers of business economics (e.g. revenue today, price points, gross-margin,...)?
- Please provide a business plan for the next 3 years (at least revenues, gross-margin and EBIT).

Funding

- Are you interested in a funding and / or a technology transfer / joint development?
- What is the level of investment you are looking for?

Strategic Needs from Henkel

- What are your expectations towards a strategic investor/partnership, i.e. which are the assets relevant to you from Henkel side?
- How should the future collaboration look like?
- Please describe what Henkel could do to accelerate the development of your business / growth of your company.