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| Open Data Business ModelMini Pitch Application Form |
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| **Business Concept** |
| **Business Name** | A short and unique name for your business idea |
| **Strapline** | A short marketing strapline to communicate the idea  |
| **Elevator Pitch**  | Describe the key concept in no more 200 words, including the market need, your innovative solution and how Open Data is leveraged |

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| **The Team**  |
| Team Name | The name of the team behind the idea. Can be an existing company or community name or a name chosen for the competition |
| Team Leader | Name and title of the team leader and spokesperson |
| Team Members  | Names and titles of up to 4 other team members  |
| Contact Details | Email address or phone number to be used to for competition alerts.Used only for competition purposed and details will not be shared |

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| **The Business Concept**  |
| Description | Describe your idea in no more than 500 words |
| Open Data Sets | List Open Data that will be used by the business.At least one data set must come from Open Data NI Include links to data sets on [**https://www.opendatani.gov.uk/**](https://www.opendatani.gov.uk/) |
| Opportunity  | Describe in no more than 100 words, the problem it solves, the addressable market opportunity and your proposed route to market |
| Revenue Stream | Describe in no more than 100 words where revenue comes from, who pays for the service and how much |
| Benefit | Describe in no more than 100 works the social and economic impact of your service |

Email your completed application form to **OpenData@Anaeko.com** by 5pm on 21st July 2020

Shortlisted applications will be selected by a judging panel on 24th July 2020

Shortlisted teams will pitch their idea between 2:30 and 4:00pm on 24th July 2020