

Invitation to join the PITCH COMPETITION for Croatian Green Start-up and Scale-up Companies

The Croatian Chamber of Economy (HGK) is delighted to invite the Croatian Startup Community to join its first pitch competition for Croatian Green Start-up and Scale-up companies and present projects at the „Support Sustainability 2025“ conference.

Eligible to apply are all Start-up and Scale-up companies developing **green innovative technological, product or service solutions** in the areas of renewable energy, recycling and reuse, circular design and production, waste disposal, water and marine, biodiversity and ecosystems, pollution, sustainable agriculture, mobility, climate, and built environment/construction.

The competition will be organized as an integral part of the “**Support Sustainability 2025**” conference on **September 10** in Zagreb (Lauba).

Pre-selected best projects from the Green Start-up category and the Green Scale-up category will have the opportunity to **compete live through THE PITCH COMPETITION** at the conference, win valuable awards, gain media visibility, and receive comments and suggestions for increasing investment readiness from an expert jury made up of foreign and domestic investment experts.

Winners in the categories of The Best Green Start-up and The Best Green Scale-up announced at the PITCH COMPETITION will each receive the following rewards:

- A financial award of 5.000 EUR.
- A study visit to Japan, including organized meetings with Japanese ESG Funds and an opportunity for additional access to financing their projects (return airfare and hotel accommodation during the study visit will be covered for 1 representative of each winning team in two categories).
- Investment readiness suggestions for improvement and an opportunity for additional access to financing their projects through the expert jury's network of contacts and specialized ESG Project Funds.

Who can apply:

- All Green/CleanTech technological, product or service solutions are welcome, within the themes of renewable energy, recycling and reuse, circular design and production, waste disposal, water and marine, biodiversity and ecosystems, pollution, sustainable agriculture, mobility, climate, and built environment/construction.

- Open to Croatian companies in their Start-up and Scale-up phase of development (pre-revenue, breakeven and post-revenue) that have so far received less than 5 million EUR total investment. Preferable Technology Readiness Level is TRL 5 – TRL 8, but we will consider other maturity levels.

Pre-Selection Criteria:

The Advisory Board will use the following criteria to assess your company's and project's investment readiness:

- Is there clarity about the stage of growth of the business and the level of funding being sought?
- Is this a viable, sustainable, innovative and defensible technology/product/service which is scalable and responds to market demand?
- Is there a commercially viable business model and plan?
- Is the team ready and capable of developing this project as a viable business?
- Is this project/business likely to contribute to the Green economy i.e. make a difference to energy/waste/buildings/carbon reduction etc. for the broader benefits of society? We are looking for a clear demonstration of environmental impact.

Criteria for Success:

Your application to the PITCH COMPETITION will stand out if your solution directly contributes to meeting climate targets, whether it's through lowering energy consumption, reducing transportation emissions, or developing climate resilience.

If selected, you will be required to:

- Send a Pitch Deck in English (max. 10 slides) by **September 1, 2025**, to esq@hgk.hr
- Attend a PITCH COMPETITION and pitch in English (5 minutes) in front of the Investment Jury Board and audience at the "Support Sustainability 2025" conference held in Zagreb (Lauba) on **September 10, 2025** (*time schedule TBC*). Q&A with the Investment Jury Board will take place after the pitch (5 minutes).

Apply Here:

Please fill out the [application form for the PITCH COMPETITION in English](#) with details about your Start-up/Scale-up and the innovative solution you are proposing.

Application Deadline: Monday, July 28, 2025 (23:59 CET), but we encourage you to apply earlier if possible.

Timeline overview:

- **June 30, 2025** – Launch: PITCH COMPETITION Call
- **July 28, 2025** – Application deadline (23:59 CET)

- **August 25, 2025** – Decisions for pre-selected best projects
- **September 1, 2025** – Pitch Deck submission deadline (23:59 CET)
- **September 10, 2025** – PITCH COMPETITION at the “Support Sustainability 2025” conference & awards

For inquiries, please contact:

Croatian Chamber of Economy

Sector for Industry and Sustainable Development

Contact person: Ms. Ana Marinović

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This is more than a competition; it's a launchpad for your visionary green venture. Submit your application and propel your startup to international recognition with our support!

