

**5 oct**  
Congratulations  
you got selected  
for IndX2020!

**Optional.** Send us your pitch  
on video for the chance to get  
feedback before your  
assigned recording date.

*Record your pitch according to our  
instructions and email it to inger.stern@lin-  
kopingsciencepark.se at least two days  
before your assigned recording date.*

*This should not be a  
salespitch but something  
that inspires new ideas and  
triggers creativity.*

**12 & 16 oct**  
Record your pitch.

*You will receive instructions about the  
content of your pitch. A filmmaker from us  
will help you with the recording.*

**26 oct**  
Digital pitchevent 9 am-3 pm  
*The start of idea generation*

*We watch the pitches together. Each pitch  
is followed by a 10 minute Q&A.*

*The innovation managers of the partners  
and several of their colleagues from R&D  
will participate.*

*All ideas will be collected in a  
digital idea tool.*

**Ind $\delta^x$**

*The idea process  
from the pitchevent  
continues.*

**26-30 oct**  
Ideas are collected.

*Ideas that came up during and after the  
pitch event are gathered and developed  
in the digital idea tool*

**2 nov**  
10 ideas are selected. At  
least one per startup.

**9 nov**  
IndX2020  
Digital event

*During the day participating companies  
work together with employees of the  
partner companies to develop the chosen  
ideas.*

*The purpose of the event is to go from idea  
to conceptualization, including timeframe  
and budget, in order to receive funding  
for a POC.*

*This day end with all groups pitching their  
ideas to the others.*

*Four final ideas are chosen  
to be realized.*