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**Concept Description**

To be completed and mailed with your pitch-presentation

to bikj@aarhus.dk

No later than Sunday 14:00

**Group**: Name/number of your group

**The central idea:** Describe briefly and concisely the idea behind your concept

**The value**: Explain why tourists need your concept, and what value your concept creates for them

**The key elements**: What key activities or elements does your concept encompass?

**Obstacles**: What extra information or resources do you need to move on with your concept?

**Team**: Full name and email of every team member