



Application Form Questions

This document outlines the questions asked in the application form for the Cartier Women's Initiative Awards. Prepare and save the answers on a separate document, then copy and paste them into the form upon registration.

The Candidate

Contact details of lead entrant.

The Business

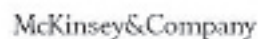
What are the activities and goals of your business? Briefly summarize the main aspects of your business. Be as clear and concise as possible.

The Business Plan

1. Executive summary of the business project (max. 8000 characters spaces included)

Give a detailed overview of the main aspects of your business. Describe the company, the product/service, the market and customers, the competitors, the management strategy, the sales, and your business' operations. Some questions to bear in mind for this section:

- What is your business idea? In what way is it creative and unique?
- Who are your target customers? What test customers have you approached or could you approach? What is the value of those customers?
- What market volume and growth rates do you forecast?
- What competitive environment do you face?
- What distribution channels will you use?
- What partnerships would you like to enter into?
- What are the sales, cost and profit situations?
- What opportunities and risks do you face?
- What is the picture on patents?
- What are the social and environmental impacts of your business? In particular, what are the employment opportunities in regards to the development of the project?
- What long-term goals have you set?
- What additional stages of development are needed? List your next, concrete steps.





2. At what stage of the project development are you? (max. 1000 characters spaces included)

Indicate the schedule of your business (starting date, registration, achievements)
Some questions to bear in mind for this section:

- What have you achieved so far?
- What state is the product at now (idea, prototype, beta tested, in market)?
- What are your next steps?
- Where do you see your business in 5 years?
- How will you get there?

3. What exactly is your product or service? (max. 3000 characters spaces included)

Describe your product or service and its specificity.
Some questions to bear in mind for this section:

- How do you produce it?
- Who are your customers?
- Why will they buy your product/service?

4. What is your sales and distribution strategy? (max. 3000 characters spaces included)

Describe how the business will reach its customers and generate revenue.
Some questions to bear in mind for this section:

- What is the pricing model and why?
- What are your distribution and communication strategies?
- How will you adapt to changes in the market environment?
- How will potential customers find out about your product/service?

5. What is your market? (max. 1500 characters spaces included)

Describe your customers and the way you will address their needs.
Some questions to bear in mind for this section:

- What size is your target market?
- Have you segmented your market and how?

6. Who are your main competitors? (max. 1500 characters spaces included)

Describe the competitive environment of your product/service.
Some questions to bear in mind for this section:

- What are the substitute products/services to yours?
- What differentiates you from your competitors?
- How easy would it be for your competitors to move into the market after you?
Please address the barriers to entry.



Cartier

McKinsey&Company





7. Who are the people composing the team? (max. 1500 characters spaces included)

Describe your management team and your future hiring plans.
Some questions to bear in mind for this section:

- Who is the team composed of?
- What do they do and what are their qualifications?
- Is there currently a gap in your team? If so, are you planning on recruiting someone?

8. What impact will your business have on the society and/or the environment? (max. 1000 characters spaces)

Describe the long-term social change engendered by your activity, either for your beneficiaries, the environment or the society.

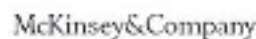
Financials - Budget

All currencies should be converted into USD. Try to be as clear and precise as possible.

- What are your current funding needs?
- How much have you personally invested in the business?
- What are the other sources of funding? Specify each source, the percentage and the amounts. (max. 500 characters space included)

Please fill in the form below when applicable.

In US\$	2009	2010	2011	2012	2013
Turnover					
Purchases					
Gross margin					
Salaries & charges					
Interest charges					
Net profit					
Number of staff members					
Number of clients					
Number of suppliers					





Attachments

Please attach the lead entrant's resume and the business registration documents of your company.

You may attach 3 files that are relevant for this application (logo, images of your product, press articles...). Other official and legal documents will be requested at a later stage if your project is preselected.

Accepted formats are .pdf, .jpg, .jpeg, .png, .gif, .doc, .xls, .ppt, .odt, .ods, .odp (maximum 3 Megabytes per file).

How to use the application form?

- The application form cannot be downloaded, it must be completed while you are connected online.
- To use the form, you must create a personal account with a valid email and password. Please maintain this email address active throughout the Awards.
- The information you enter can be saved at any time. Once saved, you can disconnect from the webpage and choose to go back later. You can edit your form until the application deadline of March 13, 2012 at 10 am, timezone GMT + 1.
- You will not be able to access your account and application form after the deadline.
- You will NOT receive a confirmation email after applying. However, we will contact you by email with the 2012 results of the Cartier Women's Initiative Awards.

