



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.

■ About the team

Contact details and curriculum vitae of lead entrants and team members.

■ About the project

1. Executive summary of the business project (900 words)

Give a brief overview of the most important aspects of your business.

Key questions provided as an indication (you do not need to answer each question precisely):

- 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. Product and customer value proposition (300 words)

Describe the function the product / service fulfills and the benefits the customers will gain from it.

Key questions:

- What products / services are offered at what prices?
- What is the status of the product / service development? What are the next steps?
- Do you have patents or licenses?
- Compare the strengths and weaknesses of comparable products / services.

3. Business model (300 words)

Present your business model, business system and organization.

Key questions provided as an indication:

- How is your business organized? What is the network structure?
- What do you make and what do you buy? (= What are your core competencies and what do you outsource)?

4. Market / competitor analysis and own positioning (300 words)

Present the current market situation and your competitors.

Key questions:

- What is the size of the market?
- How is the industry developing (market growth)?
- Who are current and future competitors?
- What is your positioning compared with key competitors?

5. Management team (150 words)

Which people will manage the future business?

Key questions:

- What is the role of the different team members?
- What experience or abilities does the team possess that will be useful for setting up your company?

- How will you attract the right profiles and retain them?
- What is the future management style of the operations?
- What experiences or abilities are lacking? How will these gaps be closed?

6. Opportunities and Risks (150 words)

Describe the opportunities and risks involved.

Key questions:

- What other opportunities can be leveraged?
- What risks are involved with the market entry and how can they be controlled?

7. Project development phase (100 words)

At what stage of the project development are you?

Have you registered your company? When?

8. Financials (100 words for each question)

- How much capital is needed to launch your business? Explain.
- How long do you estimate it will take for your business to become profitable? Explain.
- Level of personal funding: what is the percentage and amount that the project leader (lead entrant of the Awards) is investing in the company? What is the percentage and amount that the other team members are investing in the company?
- What are the other sources of funding? Specify each source, the percentage and the amounts.

All currencies should be converted into USD.

■ Additional questions

1. What inspired you to launch this project? (100 words)
2. Why do you think you should win the Cartier Women's Initiative Awards? (150 words)
3. If you win, how do you precisely aim to use the US\$ 20 000 funding? (100 words)
4. What are your coaching needs? In what areas do you feel you need help and support? (150 words)

■ Free page

This space gives you the opportunity to freely express yourself.

You may add text that you consider relevant for this application. (200 words)

■ Appendix

Thank you for providing, whenever possible, the following documentation:

- Proof that the lead entrant is the project leader: proof of ownership, other legal documentation
- Company registration document
- Logo of your company: low-definition
- Scanned copies of highest diplomas obtained by the lead entrant and the team members
- Other attachments that you consider relevant for this application (press articles, photos of products...)

All images must be low-definition images.