

### APPLICATION FORM QUESTIONS

*The business projects together with any plans submitted will be treated confidentially by CWIA, its partners and the Jury. Other than a brief résumé of the projects (name of the project, brief description, field), in particular winning projects, destined for the press and the media in general, no other information will be made available to the public without the prior authorization of the Participant.*

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 the lead entrant.

#### THE BUSINESS

**What are the activities and goals of your business? (max. 500 characters spaces included)**

Briefly summarize the main aspects of your business. Be as clear and concise as possible.

#### THE BUSINESS PLAN

**1. Executive summary (max. 5300 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 business model? (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 your sales and distribution strategy?*
- *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.*

**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. SWOT analysis: Strengths, Weaknesses, Opportunities, Risks (max. 500 characters per section spaces included)**

	Positive	Negative
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Internal	Strengths: - -	Weaknesses: - -
External	Opportunities: - -	Threats: - -

9. How do you intend to mitigate the risks associated with your activities? (max. 1000 characters spaces)

10. What impact will your business have on 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.

11. How can you quantify your social impact? Is there a cash equivalent or number of beneficiaries? (max. 1000 characters spaces included)

12. How would you qualify the level of creativity and innovation of your product? (max. 1000 characters spaces included)

13. Why did you apply to the CWIA and what do you expect from it? (max. 1000 characters spaces included)

## FINANCIALS - BUDGET

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

14. What are your current funding needs? Specify for what purpose. (max. 500 characters spaces included)

15. How much have you personally invested in the business? (number only)

16. What are the other sources of funding? Specify each source, the percentage and the amounts. (max. 500 characters spaces included)

17. Please fill in the form below when applicable.

### INCOME STATEMENT DATA

ACTUALS			In US\$	FORECAST		
2014	2015	2016		2017	2018	2019
			<b>Revenues</b>			
			Sales growth %			
			<b>Gross profit</b>			
			Gross profit: % of sales			
			<b>Operating expenses: payroll and charges, other operating expenses</b>			
			<b>Operating profit</b>			
			Operating profit: % of sales			
			<b>Grants and subsidies received</b>			
			<b>Profit before tax</b>			
			Profit before tax: % of sales			

### OTHER DATA

ACTUALS			FORECAST		
2014	2015	2016	2017	2018	2019

			Staff numbers			
			Customer numbers			

## BALANCE SHEET DATA

ACTUALS				FORECAST		
2014	2015	2016	In US\$	2017	2018	2019
			Fixed assets: cost			
			Financial resources:			
			Capital stock			
			Loans			
			Total financial resources			

## 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 will be open from **May 15, 2017 until August 31, 2017**.
- 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 **August 31, 2017 - 2.00PM Paris time**.
- You will not be able to access your account and application form after the deadline.