

Application information and instructions

Important: If you are submitting your application to the **Paris 2040** category, please refer to the document on the link below :

https://www.grandsprixinnovation.paris/plan_detaille_gpi2019_paris2040_en.pdf

NB: Your application must include all the elements requested below. Please note that the following questions are designed merely as guidelines, in order to provide the jury with accurate and complete information to assess the relevance of your application.

Format:

Please specify your project name at the bottom of each page.

The application must be 10 pages maximum.

1) Presentation of your company

2) Presentation of your offer

The following questions should serve as a guideline to help you complete your application.

- a) Describe the concept/product/service you propose. What is your unique value proposition?
- b) Where did your idea come from/what is the origin of the project?
- c) What existing or future market needs does your project meet?
- d) Why do you think your concept/product/service is innovative?
- e) What are the strengths/weaknesses of your offer?
- f) Etc.

3) Target market

The following questions should serve as a guideline to help you complete your application.

- a) What is your target market? What is the size of your market? Who are your potential clients? (give figures)
- b) Describe your competition: What is your market positioning compared to your competitors? What are the main competitive advantages you hope to offer (technological edge, price, process, quality, security, context, other....)?
- c) What is the value chain of your project/activity?
- d) Regulatory framework?
- e) Etc.

4) Business Model

The following questions should serve as a guideline to help you complete your application.

- a) How do you produce your offer? What is your production cost?
- b) How will you reach your target market (marketing, sales)? What will it cost to access this market?
- c) What is your revenue model?
- d) Please answer questions a, b, c for each of your market segments.
- e) What is your positioning in the value chain?
- f) Have you set up any strategic alliances?
- g) Etc.

5) Implementation Plan

The following questions should serve as a guideline to help you complete your application.

- a) What stage of development has your project reached (manufacturing processes, tests and trials, models, prototypes, market studies, legal aspects, ...)?
- b) What are the next steps planned in the short-term (next 6 months)?
- c) What is your long-term strategy (ex: international expansion, ...)?

6) Your Team

The following questions should serve as a guideline to help you complete your application.

Describe your background (and your team's background if you have one). What investment in human resources do you envision for this project (workforce, qualifications, career evolution ...)? Your description should highlight the team's synergy and complementary skills, as well as your management abilities. Feel free to attach CVs or an organization chart in the "attachments" tab of your online application.

7) Legal and Financial aspects

The following questions should serve as a guideline to help you complete your application.

- a) Have you researched prior rights, regulations specific to your market, existing patents or intellectual property rights ...?
- b) What is your company's legal status or incorporation structure, or which corporate structure do you envision for your company?
- c) What sources of financing do you plan to pursue? Have you established a plan to raise capital?

8) Sustainable development

The following questions should serve as a guideline to help you complete your application.

Describe the ways in which your project contributes to social, ecological and economic development.

9) Key figures

The following questions should serve as a guideline to help you complete your application.

- a) Revenue forecast for the next three years
- b) Net profit/loss forecast for the next three years
- c) Capital needs for the next three years

Conclusion: Project Overview

Please upload your attachments and appendices using the “attachments” tab of your online application: press kit, organization chart, client testimonials, graphs or visuals, market studies, CV's, financial documents, etc.