**APPLICATION FORM**

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# TEAM

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Data of the project referent person** | | | | | | |
| **Nationality** |  | | | | | |
| **Full Name** |  | | | **Gender** | |  |
| **Place and date of birth** |  | | | | | |
| **Degree course** |  | | | | | |
| **Mobile phone** |  | | | | | |
| **E-mail** |  | | | | | |
| **Short Bio** | *Max 500 words* | | | | | |
| **Short description of the group that is applying** | | *Max 150 words* | | | | |
| **Team members** | | | | | | |
| **MEMBER 1** | | | | | | |
| **Nationality** | |  | | | | |
| **Full Name** | |  | **Gender** | |  | |
| **Place and date of birth** | |  | | | | |
| **Degree course** | |  | | | | |
| **Mobile phone** | |  | | | | |
| **E-mail** | |  | | | | |
| **Short Bio** | | *Max 500 words* | | | | |
| **MEMBER 2** | | | | | | |
| **Nationality** | |  | | | | |
| **Full Name** | |  | | | | |
| **Place and date of birth** | |  | **Gender** | | |  |
| **Degree course** | |  | | | | |
| **Mobile phone** | |  | | | | |
| **E-mail** | |  | | | | |
| **Short Bio** | | *Max 500 words* | | | | |
| **MEMBER 3** | | | | | | |
| **Nationality** | |  | | | | |
| **Full Name** | |  | | | | |
| **Place and date of birth** | |  | **Gender** | | |  |
| **Degree course** | |  | | | | |
| **Mobile phone** | |  | | | | |
| **E-mail** | |  | | | | |
| **Short Bio** | | *Max 500 words* | | | | |

# PROJECT DETAILS

|  |  |
| --- | --- |
| **Project title** |  |
| **Brief description** | *Max 200 words* |

# SWOT ANALYSIS

|  |  |
| --- | --- |
| Internal aspect  **Strength** |  |
| Internal aspect  **Weakness** |  |
| External aspect  **Opportunities** |  |
| External aspect  **Threats** |  |

# BUSINESS MODEL CANVAS

|  |
| --- |
| 1. **What value is created? - What needs are satisfied?**   *(Innovation, Performance, Customisation, Problem solving, Design, Brand, Price, Cost reduction, Risk reduction, Accessibility, Convenience/usability)* |
| *Max 1000 words* |
| 1. **For whom is value created? Who are the customers?**   *(Mass market, Niche market, Segmented market, Diversified markets, Multi-side markets)* |
| *Max 1000 words* |
| 1. **How can customers be reached?**   *(Awareness, Evaluation, Purchasing, Distribution, Post-sale)* |
| *Max 1000 words* |
| 1. **What kind of relationship do customers expect?**   *(Personal assistance, Dedicated personal assistance, Self-service, Automated services, Community, Co-creation)* |
| *Max 1000 words* |
| 1. **How and for what value are customers willing to pay?**   *(Sale of goods, User fees, Membership fees, Loan/rental/leasing, Licences, Brokerage fees, Advertising)* |
| *Max 1000 words* |
| 1. **What resources are needed to create value for customers?**   *(Physical resources, Intellectual resources, Human resources, Financial resources)* |
| *Max 1000 words* |
| 1. **What activities are needed to create value for customers?**   *(Production, Problem solving, Platform / network)* |
| *Max 1000 words* |
| 1. **Who are the key partners?**   (What resources do we get from our partners? Optimization and economies of scale, Reduction of risk and uncertainty, Acquisition of resources and assets) |
| *Max 1000 words* |
| 1. **What are the most important costs of the business model used?**   (Fixed costs, Variable costs, Economies of scale) |
| *Max 1000 words* |
|  |

# FINANCIALS

Costs (provide a rough estimate of the costs required)

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Expenditure Category** | **Creation of Business Plan (24 Months)** | |  |  |
| **Year 1** | **Year 2** | **Year 3** | **Total** |
| 1. Personnel |  |  |  |  |
| 2. Equipment / Materials |  |  |  |  |
| 3. Training / Seminars / Travel Workshops |  |  |  |  |
| 4. Contracts |  |  |  |  |
| 5. Other costs |  |  |  |  |
| 6. Incidentals |  |  |  |  |
| 7. Other support requested |  |  |  |  |
| 8. Contingency |  |  |  |  |
| **Total Cost for Result** |  |  |  |  |