**APPLICATION FORM**

Contents

[TEAM 2](#_Toc161406641)

[PROJECT DETAILS 3](#_Toc161406642)

[SWOT ANALYSIS 4](#_Toc161406643)

[BUSINESS MODEL CANVAS 4](#_Toc161406644)

[FINANCIALS 6](#_Toc161406645)

# 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**  |  |  |  |  |