Appendix 1: Guidelines for the application

# SUMMARY & COMMITMENT

## The project holder

**Personal details**

Last name: First Name:
Date of birth:
Address:
ZIP code : Town:
Phone Number: Cellphone:
Institutional e-mail:
Personal e-mail:

**Experience of the project holder from UFH, UL or UNIVEN**

Current situation:

| | | | | |
|---|---|---|---|---|
| University: | ☐ UFH | ☐ UL | | ☐ UNIVEN |
| Actual status: | ☐ Student | ☐ Graduate | | ☐ Staff Member |
| Qualification: | ☐ Bachelor | ☐ Honours | ☐ Master | ☐ Doctorate |

Graduation Year:
Specialty:
Skills (acquired or to be developed) in line with the project (5 lines max)

If the project is submitted by a team, provide a list of the team members and specify the Project Manager.

## The project:

Name of the project:
Positioning of the project:

## Your commitments

I, the undersigned ..... as a candidate in the Innovation Prize Contest certify the accuracy of the information provided in this file.
I have read the rules of the contest and agree to respect the conditions of participation indicated.
Date and signature

# PRESENTATION OF THE PROJECT (6 pages max)

The points to be addressed in writing your application:

- Project title and acronym.
- Summary (5 lines, origins and purpose of the project).

Positioning of the Project:

| | Type of activity | | | | | |
|---|---|---|---|---|---|---|
| Theme | Creation of a new product/service | Creation of a business | Reflection-debate | Original initiative | Digital solution | Other (Precise) |
| Agronomy | | | | | | |
| Agri-food | | | | | | |
| Agriculture | | | | | | |
| Environment | | | | | | |
| Sustainable development | | | | | | |
| Other (Precise) | | | | | | |

- Presentation of the project team, their skills, their motivations.

Project Team:

| Last Name | First Name | Curriculum and Qualification | Current Situation | Skills in line with the project |
|---|---|---|---|---|
| | | | | |
| | | | | |

Specify the Project Manager by bolding her/his information

- Describe the project (product, service or process), and its innovative nature.
- Identify the targeted market, customers (main target and secondary target), explain how to bring its targets on his product.
- Identify the constraints to be taken into account (socio-economic, legal, human resources, etc).
- Assess the financial needs and the sources of financing envisaged
- Plan of implementation (the different phases, planning, distribution of tasks, etc.) with perspectives in the short and medium term.
- In appendix:
    - CV of each member of the project team.
    - Presentation of project partners (type of structure, legal regime, areas activities, expected contributions, commitment to the project ...).

Important:
The maximum number of pages allowed, to be absolutely respected, is 6 excluding annexes, 15 with annexes.

The deadline for submitting files in PDF format is **September 27, 2019** at midnight only to the address:
Severine.jaloustre@ul.ac.za

Advice:
To help you here are some points to think about:

- Is my project both feasible and ambitious?
- What are the perspectives of evolution of my project / product / company / association?
- What are the axes of future development? How to value it?
- Should I bring this project to life?
- After the competition?

You can use the Business Model Canvas below to synthesize your business model.

# Business Model Canvas (Alexander Osterwalder)

<table>
<tr>
<td rowspan="2">Key Partners</td>
<td>Key Activities<br>What Key Activities do our Value Propositions require?<br>Our Distribution Channels?<br>Customer Relationships?<br>Revenue streams?</td>
<td rowspan="2">Value Proposition<br>What value do we deliver to the customer?<br>Which one of our customer’s problems are we helping to solve?<br>What bundles of products and services are we offering to each Customer Segment?<br>Which customer needs are we satisfying?</td>
<td>Customer Relationships<br>What type of relationship does each of our Customer Segments expect us to establish and maintain with them?<br>Which ones have we established?<br>How are they integrated with the rest of our business model?<br>How costly are they?</td>
<td rowspan="2">Customer Segments<br>For whom are we creating value?<br>Who are our most important customers?</td>
</tr>
<tr>
<td>Key Resources<br>What Key Resources do our Value Propositions require?<br>Our Distribution Channels? Customer Relationships?<br>Revenue Streams?</td>
<td>Channels<br>Through which Channels do our Customer Segments want to be reached? How are we reaching them now? How are our Channels integrated?<br>Which ones work best?<br>Which ones are most cost-efficient?<br>How are we integrating them with customer routines?</td>
</tr>
<tr>
<td colspan="3">Cost Structure<br>What are the most important costs inherent in our business model?<br>Which Key Resources are most expensive?<br>Which Key Activities are most expensive?</td>
<td colspan="2">Revenues Streams<br>For what value are our customers really willing to pay?<br>For what do they currently pay?<br>How are they currently paying?<br>How would they prefer to pay?<br>How much does each Revenue Stream contribute to overall revenues?</td>
</tr>
</table>