* **START-UP COMPETITION**
* **FARI-2025**

# **Documents to be provided**

* Official company incorporation document in accordance with the laws of your country
* Technical presentation of the project
* Detailed business plan
* Patents and others (industrial design/brand protection/label protection/etc.)
* Prototyping - publication - animated virtual model or demo video

# **Assessment criteria and marks**

Governance /10 points

Management /10 points

Risk management /20 points

Innovation /30 points

Economic and social impact /15 points

Funding /15 points

**TOTAL /100 points**

# **Instructions for completing the application form**

* The answers must be written below each question in Bold.
* The font and character size must be kept as they are. No changes or additions of special characters.
* Once you have completed the form, save your document in PDF format. The file size should not exceed 30MB.
* The application must be named in the following manner:

**FARI APPLICATION-NAME OF PROJECT.pdf**

* All the documents to be furnished must be distinctly named according to their category and must be submitted in a legible and decipherable version in PDF format no larger than 30MB.
* Animated models and videos must be in MP4 or compressed WMV format. Maximum size: 30MB

**APPLICATION FORM**

{NAME OF YOUR PROJECT}

**TECHNICAL FILE**

Your technical file should not exceed 8 pages

GOVERNANCE /10 POINTS

# **Your team** *(How is your team composed? What experience do the members of your team have?)*

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MANAGEMENT /10 POINTS

# **Project challenge** *(What is the context of the project? - What problem does your solution address?)*

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# **Projects to date** *(Where are you now? Is your product marketed? And where? Do you already have your first customers, distributors, etc.? Have you raised funds? Do you plan to do so? Have you had any press coverage or received any awards?)*

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# **Objectives** *(What are your objectives? What actions do you still need to take? Have you drawn up a work plan? What are your development prospects? What recruitment needs do you have?)*

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INNOVATION /30 POINTS

# **Your innovation** *(What is your innovation? What are your differentiating factors? What is your value proposition? What are your competitive advantages?)*

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# **Your solution** *(What is your solution?)*

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RISK MANAGEMENT /20 POINTS

# **Your market** *(What are the key figures? What are the trends, potential opportunities, etc.? Calculate your production per month.)*

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# **Your targets** *(Who is your solution aimed at? Who are your potential customers?)*

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# **Your competitors** *(Who are your competitors?)*

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# **Business model** *(What are the details of your offer? What is your business model? Have you established pricing? If so, what is it?)*

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ECONOMIC AND SOCIETAL IMPACT /15 POINTS

# **Marketing and sales strategy** *(What is your marketing, communications and sales plan? What is your strategy for acquiring new customers? What are your action levers? How will you distribute your product?)*

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FUNDING /15 POINTS

# **Funding requirements** *(What are your funding requirements? Would you like to obtain grants and subsidies to support your innovation? Would you like to raise funds?)*

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SUMMARY

# **Executive summary** *(The summary should highlight governance, management, risk management, innovation, economic and societal impact and funding)*

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