

## Business Model

\* These questions can be answered directly on the online form (To help you answer these questions, you can consult the [following tutorials](#))

**1. Project summary: Summaries your project** (300 words maximum)

**2. Project:**

- a. **What product or service do you offer?** Please describe it in one sentence. (Max 30 words)
- b. **Is it a tangible product?** (Yes/No)

**3. Idea:** Please explain how you came up with the idea for your project. Is it the result of an observed problem, an opportunity to be seized or even a frustration? (Max 100 words)

**4. Development stage:** Has your project already started?

- a. Yes

Please describe your activities (date of registration / incorporation if applicable, dates of first contracts, customers, turnover, etc.). (Max 200 words)

- b. No

Please describe precisely the steps you will take to start your project, including key dates and a brief timetable for the next year. (Max 200 words)

**5. Need and value proposition**

- a. Please describe the need that your product or service meets on the market. (Max 100 words)
- b. Explain how you went about validating that there really is a market for your product or service. (Max 200 words)
- c. Please identify up to 3 competitors and explain how your project differs from them. What is your added value? (Max 200 words)

**6. Market segments, channels and customer relationships**

- a. Describe your target customers (existing or potential), including figures on each of the segments. (Max 150 words)
- b. Please describe the communication and distribution channels you plan to use to reach your customers. (Max 150 words)
- c. Explain how you will insure client loyalty. (Max 150 words)

**7. Key resources** (Tangible or intangible, physical or intellectual, human or financial, for example: equipment, know-how, experience, reputation, network of contacts, "love money", etc.)

- a. What resources do you have to help you achieve your project? (Max 150 words)
- b. What resources do you need and why? If applicable, please assess how much each of these resources would cost you. (Max 150 words)

**8. Financial sustainability**

- a. Please describe and quantify your sources of income. (Max 100 words)
- b. Please describe and quantify your costs. (Max 100 words)
- c. Please estimate your break-even point and explain how you calculated it. (Max 200 words)

**9. Risk factors:** Apart from funding, are there any issues or factors beyond your control that could compromise the achievement of your project? (For example: unfavorable regulations)

- a. Yes
  - i. Describe the most important problem you may face and how you will deal with it. (Max 150 words)
- b. No

**10. Vision:** Where do you see your business in 3 years? (Max 100 words)

**11. Plan B:** What are you going to do if you don't get the entrepreneurship scholarship? (Max 150 words)

**VIDEO PITCH (2 min), YouTube format:**

- What is your offer or solution?
- What sets you apart from the competition?
- Why are you the best person for this project? (project-entrepreneur match)

**Tips for the video:**

- Do not repeat the elements that you have submitted in your application, but rather add elements that are not written.
- Make sure your YouTube link works if someone else wants to watch the video
- Do not present your business model (BMC-VPC) or read a text, but seek originality and creativity.