



WOMEN'S INITIATIVE AWARDS

APPLICATION FORM QUESTIONS

The Cartier Awards team, its partners and the jury will treat all business information submitted with utmost confidentiality. Aside from a brief summary (business name, brief description, field of industry) of the businesses selected, no other information will be made available to the public without the prior authorization of the Participant.

This document outlines the questions asked in the Cartier Women's Initiative Awards application form. We strongly recommend that you first write your answers in a separate draft document, then copy and paste them into the form once you are finished.

THE CANDIDATE

Lead entrant's contact information:

- First name
- Last name
- Date of birth
- Nationality
- Second nationality (if applicable)
- Country of residence
- City
- Telephone (landline)
- Telephone (mobile)
- Email
- What is your current occupation/job?
- LinkedIn profile URL

THE BUSINESS

Business information:

- Company name
- Year of creation
- Month of creation
- Country where your company is currently operating
- Type of activity
- Sector of industry
- Current number of employees
- Percentage of shares held by lead entrant
- Patent
- Website
- Company social media accounts (*optional*)
 - Facebook
 - Twitter
 - LinkedIn
 - Instagram

Choose the development stage that best indicates your company's current state:

- Prototype
- Roll out
- Rapid Growth
- Expansion
- Maturity

Pitch your business in one sentence. (max. 150 characters spaces included)

Describe what it is your company does in one sentence. Be as clear and concise as possible.

THE BUSINESS PLAN

1. Executive summary (max. 4000 characters spaces included)

Give a detailed overview of the main aspects of your business. Describe the company, the product/service, the market and customers, the competitors, the management strategy, the sales, and your business' operations.

Some questions to bear in mind for this section:

- *What is your business idea? In what way is it creative and unique?*
- *Who are your target customers? What test customers have you approached or could you approach? What is the value of those customers?*
- *What market volume and growth rates do you forecast?*
- *What competitive environment do you face?*
- *What distribution channels will you use?*
- *What partnerships would you like to enter into?*
- *What are the sales, cost and profit situations?*
- *What opportunities and risks do you face?*
- *What is the picture on patents?*
- *What are the social and environmental impacts of your business? In particular, what are the employment opportunities in regards to the development of the project?*
- *What long-term goals have you set?*
- *What additional stages of development are needed? List your next, concrete steps.*

2. What have you achieved so far and where do you see your business in 5 years? (max. 1000 characters spaces included)

Indicate the schedule of your business (starting date, registration, achievements).

Some questions to bear in mind for this section:

- *What have you achieved so far?*
- *What are your next steps?*
- *Where do you see your business in 5 years?*
- *How will you get there?*

3. What exactly is your product or service? (max. 1500 characters spaces included)

Describe your product or service and its specificity.

Some questions to bear in mind for this section:

- *How do you produce it?*
- *Who are your customers?*
- *Why will they buy your product/service?*

4. What is your business model? (max. 1500 characters spaces included)

Describe how the business will reach its customers and generate revenue.

Some questions to bear in mind for this section:

- *What is your sales and distribution strategy?*

- What is the pricing model and why?
- What are your distribution and communication strategies?
- How will you adapt to changes in the market environment?
- How will potential customers find out about your product/service?

5. What is your market? (max. 1000 characters spaces included)

Describe your customers and the way you will address their needs.

Some questions to bear in mind for this section:

- What size is your target market?
- Have you segmented your market and how?

6. Who are your main competitors? (max. 1000 characters spaces included)

Describe the competitive environment of your product/service.

Some questions to bear in mind for this section:

- What are the substitute products/services to yours?
- What differentiates you from your competitors?
- How easy would it be for your competitors to move into the market after you? Please address the barriers to entry.

7. Who are the people composing the team? (max. 1000 characters spaces included)

Describe your management team and your future hiring plans.

Some questions to bear in mind for this section:

- Who is the team composed of?
- What do they do and what are their qualifications?
- Is there currently a gap in your team? If so, are you planning on recruiting someone?

8. SWOT analysis: Strengths, Weaknesses, Opportunities, Risks (max. 500 characters per section spaces included)

	Positive	Negative
Internal	Strengths: - -	Weaknesses: - -
External	Opportunities: - -	Threats: - -

9. How do you intend to mitigate the risks associated with your activities? (max. 1000 characters spaces)

10. What positive impact does your business have on society and/or the environment? (max. 1000 characters spaces)

Some questions to bear in mind for this section:

- What social, cultural, or environmental issue are you looking to address with your business?
- What solution does your business provide?

11. How do you measure the positive impact that your business has on society and/or the environment? **(max. 1000 characters spaces included)**

Some questions to bear in mind for this section:

- Who does your business have a positive impact on?
- How many people does this represent?
- What three KPIs (key performance indicators) do you plan to use to measure the depth of your impact over the next 3 years?

12. How would you qualify the level of creativity and innovation of your product and/or service? **(max. 1000 characters spaces included)**

13. Why did you apply to the CWIA and what do you expect from it? **(max. 1000 characters spaces included)**

FINANCIALS - BUDGET

All currencies should be converted into USD. Try to be as clear and precise as possible.

14. What are your current funding needs? **(numbers only)**
Specify for what purpose. **(max. 500 characters spaces included)**

15. How much have you personally invested in the business? **(numbers only)**

16. What are your other sources of funding? Specify each source, the percentage and the amounts. **(max. 500 characters spaces included)**

17. Please fill in the form below when applicable.

INCOME STATEMENT DATA

ACTUALS			In US\$	FORECAST		
2015	2016	2017		2018	2019	2020
			Revenues			
			Sales growth (%)			
			Gross profit			
			Gross profit: % of sales			
			Operating expenses: payroll and charges, other operating expenses			
			Operating profit			
			Operating profit: % of sales			
			Grants and subsidies received			
			Profit before tax			
			Profit before tax: % of sales			

OTHER DATA

ACTUALS				FORECAST		
2015	2016	2017		2018	2019	2020
			Staff numbers			

			Customer numbers			
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BALANCE SHEET DATA

ACTUALS				FORECAST		
2015	2016	2017	In US\$	2018	2019	2019
			Fixed assets: cost			
			Capital stock			
			Loans			
			Total financial resources (capital stock + loans)			

REFERENCES

Cartier runs a thorough due diligence on all of the material received and may choose at any point to organize reference calls. Please list the contact details of at least one client, supplier or external stakeholder below.

- First name
- Last name
- Company/organization
- Current job title
- Email
- Phone
- Relationship to the company

ATTACHMENTS

Please attach:

- your resume
- your company's certificate of incorporation
- your latest company tax returns
- a receipt from tax authorities indicating that you have filed your tax returns (or not filed your taxes if you are exempted)

You may attach three additional files that are relevant to this application (logo, photos of your product, press articles...).

Other official and legal documents will be requested at a later stage if your project is preselected.

Accepted formats are .pdf, .jpg, .jpeg, .png, .gif, .doc, .xls, .ppt, .odt, .ods, .odp (maximum 3 Megabytes per file).

HOW TO USE THE APPLICATION FORM?

- The application form will be open **from June 11, 2018 until August 31, 2018**.
- The application form cannot be downloaded; it must be completed online.
- To use the form, you must create a personal account with a valid email address and password. Please maintain this email address active throughout the Awards.
- The information you enter can be saved at any time. Once saved, you can sign out of the website and choose to go back later. You can edit your form until the application deadline of **August 31, 2018 - 2PM (CEST)**.
- You will not be able to access your account and application form after the deadline.