**Annex 1- Application Form**

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| APPLICATION FORM | | | | |
| 1. Information about the company | | | | |
| Company name |  | | | |
| Company registration number (if any) |  | | | |
| Postal Code |  | | | |
| Country |  | | | |
| Company website address (if any) |  | | | |
| Phone number |  | | | |
| Email address |  | | | |
| Date of registration/n/a |  | | | |
| What sector is the business in? |  | | | |
| 1. Personal data | | | | |
| Personal data of the legally authorized person | | | | |
| Name and surname |  | | | |
| Position held |  | | | |
| Phone number |  | | | |
| Email address |  | | | |
| Personal data of the contact person responsible for the application (only if differs from the legally authorized person) | | | | |
| Name and surname | |  | | |
| Position held | |  | | |
| Phone number | |  | | |
| Email address | |  | | |
| 1. Contribution to the objectives of the CROSS EUWBA project | | | **YES/NO** | **Justification** |
| Are there any women among the co-founders of your company? | | |  |  |
| Is you company managed by a woman? | | |  |  |
| Are women the target consumers of your (future) product/service? | | |  |  |
| Declarations | | | | |
| I hereby declare that the information provided in this application is true and correct. | | | | |
| I hereby declare that I am familiar with “the Call for start-up projects”, and I accept its provisions. | | | | |
| I have been informed that my personal data are to be processed in compliance with applicable EU law and national laws of the Cross EUWBA’s partners[[1]](#footnote-1). My personal data are to be processed with respect to the implementation of the Cross EUWBA project. | | | | |
| I authorize the partners of the Cross EUWBA project and the European Commission to publish, in any form and by any means, the company name and brand with the aim of promoting the Cross EUWBA project. | | | | |
| I declare that the ownership and intellectual property rights resulting from the product/service belong to me. They will not be a subject of a third party claim. | | | | |
| 1. Signature | | | | |
| Name and surname |  | | | |
| Position held |  | | | |
| The signature of authorized person and official company stamp (if any) |  | | | |
| Date and place |  | | | |
| Be informed that answers on the below questions should have no more than 2000 characters each. | | | | |
| 1. Company description | | | | |
| What is the overall goal and vision for your business? | | | | |
| 1. Product/service description | | | | |
| Please describe your product/service. Why is there a need for your product/service? To what extent is there a demand for the product/service? How do you think your solution can be scaled up? | | | | |
| 1. Market analysis and strategy | | | | |
| Which specific markets are you aiming at? Please name your main customers, indicate the size of your target market, and explain what amount you expect to charge for your products. Please also explain the quality of your products and the service that you will provide. Please also do name your major competitors.  Please specify your expected market shares and estimated sales forecasts over the next three years. How will you price, promote and distribute your product/service? Do you have definite orders or letters saying that people will buy your product/service? | | | | |
| 1. Innovativeness | | | | |
| What makes your product/service better than your competitor’s? Describe the niche you aim to fill. Does the product/service demonstrate new solutions that go beyond the existing practice in the sector? To what extent is your product/service innovative (local, regional etc.)? | | | | |
| 1. Ownership structure and management | | | | |
| Describe the ownership structure of your company. Please also describe the organizational structure of your business and briefly present the people who are responsible for management, finance, marketing etc. To what extent are management structures and procedures in line with the project size, duration and needs? | | | | |
| 1. History of your business | | | | |
| Give a brief history of your business, including details about past activities and financial sources (if any). | | | | |
| 1. Financial information | | | | |
| |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | | No | Indicator | Year n-1 | Year n | Year n+1 | Year n+2 | | 1. | incomings |  |  |  |  | | 2. | fixed costs |  |  |  |  | | 3. | variable costs |  |  |  |  | | 4. | profit-and-loss (1-2-3) |  |  |  |  |  1. Risk evaluation | | | | |
| Please list all possible risks and threats to your business and describe how you intend to tackle them. A conventional form is to show:  Strengths Weaknesses  Opportunities Threats  Do not hide the downsides – show how you would deal with them. | | | | |
| 1. Funding | | | | |
| Say how much money you will need for the project, how you will spend it, where you intend to get it from and on what terms. Please do not forget to provide copies of any quotations/offer letters etc. that you have received. | | | | |
| 1. Intellectual property protection | | | | |
| Please describe: How are you going to protect the intellectual property of your product/service and/or what steps you have already taken to do it? | | | | |

1. Polish Agency for Enterprise Development (PL), Fundacja Przedsiębiorczości Kobiet (PL), Italienische Handelskammer für Deutschland (DE), Heraklion chamber of commerce and industry (GR), Slovak Business Agency (SL), Innogate to Europe(ES) [↑](#footnote-ref-1)