**BLUEARK CHALLENGE 2022**

Application form (template)

# **Name of the project**

*Challenge: Name and number of the Challenge*

# Contact person (project leader)

Name and surname

Company/Institution

Email address

Telephone number

# **Composition of the team**

## The innovation team

Complete the table below for each participant. Specify the type for each participant. No limit to the number of participants per team.

|  |  |  |  |
| --- | --- | --- | --- |
| **Company/Institution** | **Type** | **Name and surname** | **Email address(es)** |
| Company X | SME ?  Academic ?  Association ?  Public institution ?  Other (specify)? | * Participant 1 * Participant 2 * ... |  |
| Company Y | SME ?  Academic ?  Association ?  Public institution ?  Other (specify)? | * Participant 1 * Participant 2 * ... |  |
| Company Z | SME ?  Academic ?  Association ?  Public institution ?  Other (specify)? | * Participant 1 * Participant 2 * ... |  |

(Copy, paste to add participants)

# **Description of the project**

## Needs

Please describe precisely the problem that your project proposes to solve. To which challenge(s) presented on the website does your solution relate?

## Description of the project

Describe your project or solution, including

* How do you plan to address the above issue (the challenge)?
* What are the areas of research, development and implementation?

## Innovation

Compared to a traditional solution, what new elements do you bring to the table (e.g. technology mix, digitalisation, use of data, business innovation/business model, collaborative innovation, etc.)?

## Maturity of the project

What is the maturity/phase of life of your project?

Idea, concept?

Proof of concept ?

Prototype ?

Pre-industrialisation ?

Finished product ?

Expand if necessary.

# **Commercial potential of the project**

## Market segments

* Who is your solution aimed at (e.g. municipalities, industrial services, industry, citizens, farmers, others)
* Who will be the beneficiary, the end user, the payer, the decision maker, etc.?
* Will your solution be generalizable?
* Places (countries, regions, etc.) where to sell your solution?

## Market size

What size market are you targeting?

## Competition

* Competing solutions on the market?
* What is the added value of your solution compared to competing or alternative solutions?

## Economic viability of the project

How will you generate revenue and how will you develop your project (partnership, in-house, etc.)?

# **Development of the solution**

The winning projects will have 6 months to develop, implement and co-create their solution in collaboration with the challenge holder and BlueArk Entremont with the aim of developing a prototype and/or a first customer offer.

## Development objective(s) during the development phase

Milestone and final objective: if your project is selected as one of the winners, detail the objective you want to achieve at the end of the 6 months.

## Activities and budget

* Describe in detail the activities planned and your budget (detailed file to be attached) during the 6 months of development.
* If the budget is higher than CHF 10'000, how will the additional costs be financed?

## Challenge carrier

Explain how you intend to use the resources provided by the challenge partner to advance your project and get closer to the solution

## Continuation of the project

How do you see the next steps (after the 6-month development phase)? What are the next steps?

## Valuation of the solution

* How do you plan to reach your target market?
* Who do you think should do the marketing etc.?

# **Self-evaluation**

## Your strengths

In your opinion, what is the strong point of your project?

Describe your strengths.

## Your weaknesses

In your opinion, what is the weakest point of your project?

Describe your weaknesses.

# **Presentation file (optional)**

If a presentation pack is available, please attach it as an annex.

# **Other**

Any other comments or remarks?

# **Validation**

Please tick the boxes below before signing and approving the rules.

If my application is selected, I commit to co-develop my solution with the challenge holder who proposed the problem.

I have read and accept the rules of the BlueArk Challenge 2022.

**The application must be sent before 04 November 2022 (midnight) to** [**contact@blueark-challenge.ch**](mailto:contact@blueark-challenge.ch)**.**

Date, place

Name + first name of the bearer

Signature