**BLUEARK CHALLENGE 2024**

Application form (model)

# **Project name**

*Challenge: Name and number of the Challenge*

# Contact person (project leader)

Full name

Company/Institution

E-mail address

Telephone number

# **Composition of the team**

## The innovation team

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

|  |  |  |  |
| --- | --- | --- | --- |
| **Company/institution** | **Type** | **Full name** | **Email address(es)** |
| Company X | SME ?  Academic ?  Association ?  Public institution ?  Other (please specify)? | * Participant 1 * Participant 2 * ... |  |
| Company Y | SME ?  Academic ?  Association ?  Public institution ?  Other (please specify)? | * Participant 1 * Participant 2 * ... |  |
| Company Z | SME ?  Academic ?  Association ?  Public institution ?  Other (please specify)? | * Participant 1 * Participant 2 * ... |  |

(Copy and paste to add participants)

# **Project description**

## Requirements

Please give a precise description of the problem your project aims to solve. To which challenge(s) presented on the website does your solution relate?

## Project description

Describe your project or solution, including :

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

## Innovation

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

## Project maturity

What is the degree of 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. local authorities, industrial services, industry, citizens, farmers, others)?
* Who will be the beneficiary, the end user, the payer, the decision-maker, etc.?
* Can your solution be rolled out across the board?
* 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 with competing or alternative solutions?

## Economic viability of the project

How will you generate revenue and develop your project (partnerships, 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 sponsor and BlueArk, with the aim of developing a prototype and/or a first customer offering.

## Development objective(s) during the development phase

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

## Activities and budget

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

## Challenge carrier

Explain how you intend to use the resources made available by the challenge partner to move your project forward and get closer to the solution

## Continuation of the project

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

## Adding value to the solution

* How do you plan to reach your target market?
* Who do you think should be responsible for marketing, etc.?

# **Self-assessment**

## Your strengths

What do you think is the strong point of your project?

Describe your strengths.

## Your weaknesses

What do you see as the weak point of your project?

Describe your weaknesses.

# **Presentation pack (optional)**

If a presentation pack is available, please attach it.

# **Other**

Any other comments or remarks?

# **Validation**

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

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

I have read and accept the rules of the BlueArk Challenge 2024.

**Applications must be sent before March 20 to** [**contact@blueark-challenge.ch**](mailto:contact@blueark-challenge.ch) **.**

Date and place

Surname + first name of holder

Signature