

START-UP CHALLENGE 2022 – INSTRUCTIONS ON HOW TO FILL IN THE APPLICATION FORM

A. General instructions

1. The application must be submitted via the application form available at www.estartupdays.eu, in the START-UP CHALLENGE tab, by 28 February 2022 (by midnight).
2. Applications sent by any other means, such as standard mail or email, or in any way other than that specified in Item 1, shall not be considered.
3. Prior to filling in the application form, please check whether you meet the required conditions:
 - a) whether you are a Start-up within the meaning of the definition specified in Article 1, paragraph 9 of the Competition Terms and Conditions, i.e.
 - i. you are a natural person / you are a group of natural persons with an idea for an innovative undertaking;
 - ii. you are an innovative enterprise at the early stage of its development, which, at the moment of signing up to the project, does not conduct business activity in any market, or it has conducted business activity in any market for less than five (5) years since the first commercial sale of its product(s);
 - b) whether you plan/implement/sell an innovative product/service within the meaning of the definition of innovation, as specified in Article 1, paragraph 10 of the Competition Terms and Conditions, i.e. you plan or implement a new or significantly enhanced product (or service), process, new marketing method or new organisational method in economic practice, workplace organisation or relations with the surroundings.
4. We recommend that you become familiar with the Formal Assessment Form and the Substantive Assessment Form, which are both published at www.estartupdays.eu, in the 'APPLICATIONS' tab.
5. The boxes of the form should be completed in Polish or English.
6. All boxes of the form need to be filled in.
7. It is not necessary to use the maximum number of characters allowed in a given box (counted with spaces). However, exceeding the limit will result in the excess characters not being saved (they will not be visible to the assessors).
8. Please provide concise and clear descriptions that would allow us to understand what you wish to do / what you do and what will come out / what comes out of it.
9. The application form consists of six (6) subpages (plus the 1a. subpage with a question concerning the date of the first commercial sale in the case of a start-up that is an enterprise).
10. **NOTE: The structure of the form does not allow you to save subsequent versions of your answers. We encourage you to archive your answers in a separate document.**
11. The application form shall not be accompanied by any other documents.

B. Structure of the application form

QUESTION	INSTRUCTIONS ON HOW TO FILL IN THE FORM
<i>Subpage 1.</i>	
First name and surname of the Applicant	It is recommended that the application be filled in by the Leader of the group / Leader of the formalised partnership.
Email address of the Applicant	It is necessary to provide the true and up-to-date email address and phone number of the Applicant for contact purposes.
Phone	
Town/City	The Start-up may operate in the territory of Poland or abroad.
Voivodeship (select from the list)	

Country	
Start-up creation date (in the dd.mm.yyyy format)	This item concerns not so much the date of registering the business as it does the formation of the start-up group.
Status of the Start-up: a) Enterprise b) Does not have a registered business yet <i>(if the start-up is an enterprise) Subpage 1a.</i>	A start-up that is an enterprise can take part in the Competition if the first commercial sale of their product/service took place within the last five (5) years. Thus, it will meet the formal criterion – it will be a start-up in accordance with the definition specified in the Terms and Conditions.
Date of the first commercial sale (including month) a) in a period of 0–5 years ago, b) in a period earlier than five (5) years ago	
Website address	It is advisable to provide the current and working Start-up website.
From what sources does the Start-up obtain funding for its activities? a) Equity capital b) EU funds c) Investment funds d) Business angels e) Other	There are more than one answer to choose from.
Subpage 2.	
What industry does the Start-up operate in? a) MODERN ECONOMY. Industry, the power industry, telecommunications, transport, construction, robotics and automation b) THE ENVIRONMENT. Environmental protection: technologies for climate, organic farming, smart energy, the use of raw materials, and waste recycling c) HEALTH & BIOTECHNOLOGY. Medicine, health, medical technologies, pharmacy, and biotechnology d) BUSINESS PROCESSES. Management, business intelligence, ICT, cybersecurity, logistics, and HR e) CLIENT & LIFESTYLE. Trade and retail, customer experience, e-commerce, fintech, edutech, gaming, sport, and the leisure industry.	Only one answer can be selected. The declaration of the Start-up's industry group shall be, at the same time, the qualification for one of the competition categories.
Specify the stage of development the Start-up is currently at. a) I only have an idea for an innovative undertaking; b) I am in the process of creating an innovative product/service; c) I have a ready-to-use innovative product/service that does not generate revenue; d) I have an innovative product/service that generates revenue, but its amount does not exceed the amount of currently incurred costs; e) I have a product/service that generates revenue (the amount of revenue exceeds the costs).	Only one answer can be selected. The appropriate specification of the stage of development of the Start-up shall increase the soundness of the assessment issued by the Team of Experts and the Jury.

Subpage 3.

(This part shall be assessed in accordance with the substantive criteria, and the points scored shall determine the Start-up's place in the ranking of all start-ups.)

<p>Description of the Start-up (max. 1,000 characters)</p> <ul style="list-style-type: none">• Describe your product/service and the degree of its implementation.• Do you hold any patents? / Have you registered any trademarks?• Does the Start-up have a proven track record in the form of awards, commendations or other signs of success?	<p>Instructions are included in the question.</p>
<p>Description of the INNOVATION of your product/service (max. 800 characters)</p> <ul style="list-style-type: none">• What does the innovation of the planned undertaking consist in and in what way does it impact on the potential of the entire Start-up?• What type of innovation (product, process – technological, organisational or marketing innovation) does the project introduce?	<p>Instructions are included in the question.</p> <p>The innovation of the product/service is a prerequisite criterion for participation in the competition, in accordance with the definitions of start-up and innovation specified in the Terms and Conditions.</p>
<p>Presentation of the members of the Start-up's TEAM (max. 1,000 characters)</p> <p>Describe the competences and experience of your team members and possible partners of the project, and indicate the greatest motivation for each of them.</p>	<p>Instructions are included in the question.</p>
<p>Description of the PROBLEM that your product/service answers (max. 1,000 characters)</p> <ul style="list-style-type: none">• Describe the existing problem and the solution to it (e.g. money or resource saving, removal of existing barriers, simplification of procedures, or elimination of negative habits).• What are the current barriers to meeting these needs in the market?• What influenced your decision to implement the project (e.g. professional reasons, research, observations, or market analysis)?	<p>Instructions are included in the question.</p>

Subpage 4.

(This part shall be assessed in accordance with the substantive criteria, and the points scored shall determine the Start-up's place in the ranking of all start-ups.)

<p>Description of the BUSINESS MODEL of the undertaking, and of the main COMMUNICATION CHANNELS of the Start-up (max. 1,000 characters)</p> <ul style="list-style-type: none">• How will the Start-up generate profit?• In what way will the sales and distribution of the product/service be conducted?• Is the undertaking scalable?• Describe your marketing plan.• What is the planned form of promotion of your product/service?	<p>Instructions are included in the question.</p>
<p>Description of the MARKET (max. 800 characters)</p> <ul style="list-style-type: none">• Describe the main criteria of the market you are directing your product/service to.	<p>Instructions are included in the question.</p>

<ul style="list-style-type: none"> • Are your products/services intended for the local, regional, domestic or global market? 	
<p>Description of the Start-up's CUSTOMERS (max. 600 characters)</p> <ul style="list-style-type: none"> • List the main groups of your customers and describe them. • What is the estimated number of potential customers? • What are the expectations and needs of the purchasers as regards your product/service? 	Instructions are included in the question.
<p>Description of the COMPETITION (max. 600 characters)</p> <ul style="list-style-type: none"> • Identify examples of competitive enterprises. • What are the other offers that the potential purchasers can benefit from? • How do you intend to achieve a competitive advantage over other projects? 	Instructions are included in the question.
<p>BUSINESS PARTNERS (max. 600 characters)</p> <ul style="list-style-type: none"> • Are you searching for a business partner? • What are the areas of activity you need support in (finance / knowledge and competence / human resources)? 	Instructions are included in the question.
<p>Subpage 5. <i>(this part shall not be evaluated in terms of content)</i></p>	
Describe the objectives and assumptions to be achieved in the nearest future (max. 500 characters)	This is to indicate directions/areas of the start-up's development.
What kind of services, products, consulting or other support would you find useful at the start / do you consider missing from the market today? (max. 300 characters)	Instructions are included in the question.
What difficulties, obstacles and threats to the development of a start-up business do you see? (max. 300 characters)	Instructions are included in the question.
<p>What do you expect from participating in the Start-up Challenge competition taking place during the European Economic Congress?</p> <p>a) media and marketing publicity b) mentoring c) financial support d) establishing contacts with other start-ups e) other reasons (please specify)</p>	There are more than one answer to choose from.
<p>Subpage 6. Declarations</p>	
<p>The requirement to take part in the Competition is to accept the following conditions.</p> <p>The organiser and the members of the Team of Experts who assess the applications hereby undertake to keep secret and not disclose any Information concerning the projects submitted by the creators, as described in the application for the Start-up Challenge 2022 Competition, as well as to protect and safeguard such Information against theft, damage, loss or unauthorised access.</p>	It is required to tick all the statements in order to be able to send the completed form.

Access to the Information of this type shall only be granted to duly authorised persons.

- a) I have read and I accept the Competition Terms and Conditions, along with the Attachment No. 1 to the Competition Terms and Conditions.
- b) I voluntarily provide the data, including personal data included in the application form, and I agree to the processing of these data in the scope described in the Terms and Conditions, including for the purposes related to the implementation of the Start-up Challenge 2022 competition, by the Organiser and the substantive partners of the competition.
- c) I am entitled to the materials, ideas and concepts applied and submitted in connection with the Competition, and their application and submission to the Competition as well as their subsequent implementation or dissemination shall not violate the rights of any third party.
- d) To the extent that I have entered the personal data of other persons in the application form or have sent materials to which the rights belong to other persons, I act on their behalf, with their consent and under their authority.
- e) I give my consent to recording and dissemination of my image free of charge, in whole or in parts, by the Organiser and the designated sponsors of the conference for the needs of film and photographic documentation of the event for the purposes of promotional and informational activities conducted by the Organiser and the sponsors of the event.

Good luck!
The Organiser