

Application file

The purpose of this dossier is to present your start-up and strategy to the selection jury of the *Bernard Magrez Start-Up Win* incubator. It will assess the progress, potential and needs of your project in order to determine the interest for you to integrate the incubator.

Application requirements

In order to integrate the *Bernard Magrez Start-Up Win incubator*, it is necessary to be major, to have a project in direct or indirect connection with the wine sector and to be ready and motivated to go to the next level.

You can also consult the details of the various programs and the conditions for admission to these programs, on the bmstartupwin.com/en website.

Submission of applications

Your application must be returned to bmstartupwin@bernard-magrez.com duly completed and accompanied by the required supporting documents.

Desired program: PRIMEURS CEPAGES CLUB MILLESIME INTERNATIONAL

Preferred Incubator: BORDEAUX STRASBOURG

Name of the start-up: _____

Date created: _____

Main contact for application follow-up:

First Name: _____

Name: _____

Phone: _____

Email: _____

Registered address: _____

Executive Summary

Briefly describe your start-up and its key activities (about 10 lines).

Emphasize features, innovations, competitive advantages, differentiation, technology, etc.

Details of your project

1. When do you plan to create your start-up? (If not already created)

2. What are or what would be the legal form, capital and company name of your start-up?

3. How does the current operational team materialize? How many partners are involved in the project? What are your recruitment challenges at 12-24 months?

4. Do you have a business plan? (If applicable, please send us your PO as an attachment.)

5. What feedback do you already have (market research, field confrontation, expressions of interest, etc.)?

6. What is your target market (type, size, details) and why?

7. Tell us about your customers and prospects (number, type, profile, location, etc.) and why ?

8. Who are your competitors? Who are the most dangerous for you and why?

9. What do you plan to put in place to protect your project? (Patent, Trademark, other)

What is your barrier to entry compared to other potential competitors?

10. What are your strengths, weaknesses, opportunities and threats?

11. How much equity do you plan to invest to create and launch your start-up? How much money do you need to start your business?

12. What is the state of progress of your developments (prototype, proof of concept, etc.)?

13. Who are your partners and service providers? What other partners could help you grow?

14. What do you want from the incubator? How many days a week do you plan to be there?

Management team

For each person involved in managing your start-up:

- Provide the requested information on the following page
- Attach your resume as an appendix

PHOTO	First Name:	_____
	Name:	_____
	Function:	_____
	Email:	_____
	Tel.:	_____
	Address:	_____ _____

Describe a few lines (tastes, passions, everyday life, qualities, defects, skills, etc.)

Indicate your past, current, future personal contributions to the project (human, financial, material, etc.).

PHOTO

First Name: _____
Name: _____
Function: _____
Email: _____
Tel.: _____
Address: _____

Describe yourself in a few lines (skills, experience and role in the start-up) + add the link to your LinkedIn profile

Indicate your past, current, future personal contributions to the project (human, financial, material, etc.).

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