

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 INTERNATIONAL MILLESIME

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

Describe your start-up and its key activities briefly (around 10 lines).

Emphasize the problem you are solving, the solution, and the innovation you are offering (including the underlying technology if applicable, its specific features, its differentiation, and its competitive advantages...).

Details of your project

1. When do you plan to create your start-up? Or if it is already established, what is its share capital?

2. How is the current operational team structured? How many associates are involved in the project? What are your availabilities for this project?

3. What is your primary target market (type, size, details) and why? What other markets could you also address?

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

5. Who are your customers and prospects (number, type, profile, location, etc.)?

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

7. 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?

8. How do you address or plan to address the issue of Corporate Social Responsibility in your company?

9. Have you formalized a business plan? (If applicable, please send us your business plan as an attached document.)

10. 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?

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

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

13. What do you expect from the incubator?

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.).

PHOTO

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Name: _____

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

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