**EDITION 4 – 2019  
ENTREPRENEUR APPLICANT GUIDE BOOK**

**Applications’ submission deadline:**

# Thursday, February 7, 2019 – 1 pm (Paris time)

**Take your chances in winning one of the following grants:**

* IÉSEG Entrepreneur of the year: 8000€.
* Juror’s favorite: 3000€.

**1. Participation terms and conditions**

All it takes to participate to the 2019 IÉSEG Entrepreneur Contest is to send your application file at [incubateur@ieseg.fr](mailto:incubateur@ieseg.fr) before **Thursday, February 7, 2019 – 1 pm** (Paris time). After this deadline, jurors will not review the files. As for the incomplete files, they will not be examined as well. File can be fulfilled in French or in English.

The file should include:

* Your application file
* **Optional: Your video pitch** (maximum 3 minutes)

To take part to the 2019 IÉSEG Entrepreneur Contest, you must:

* Be a natural person,
* Be the company legal representative and live in France,
* Have launched your company with at least one IÉSEG (student or alumni) ,
* Have launched it within the last 5 years
* **Insure that you will be present on Tuesday, March 19, 2019, in IÉSEG Paris for the jury oral and the Awards Ceremony.**

The organizers of the IÉSEG Entrepreneur Contest are the one and only addressees of your application file. They commit to keep all information related to the file strictly confidential.

**2. Instructions and recommendations to fulfill the application file**

This document is a good opportunity for you to freely express what you have to say about your company. The company project must be convincing, consistent, attractive and imbued with success.

First of all, read the file as a whole to have an overall vision. Only then you will fulfill each section with the right information. Texts in italics are there to help you in your application writing.

Your answers must be clear, accurate and concise. Respect the word counts indicated in each section.

The Incubator team is at your disposal to accompany you during your file production. Do not hesitate to contact us at the following email: [incubateur@ieseg.fr](mailto:incubateur@ieseg.fr)

**2019 Application file – Edition 4**

**«IÉSEG ENTREPRENEUR CONTEST»**

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The Company

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| \*STORY |
| **What was the trigger for you to turn to entrepreneurship? Where does your idea come from?**  ***(maximum 100 words)*** |

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| \*OFFER & MARKET |
| **What need does your company meet? How do you address it? What is your innovation, your distinction compared to your competitors? What clientele do you aim? Introduce your business model *(maximum 250 words)***  ***N.B. : You must join your fee schedule or your pricing policy***  **Your file must be named as followed: « company’s name\_fee\_schedule » or « Company’s name\_pricing\_policy »** |

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| \*PRODUCTION & COMMERCIALIZATION |
| **Describe your production process. How do you plan to sell your offer?**  **Describe 3 main actions to your commercial and communications strategy.**  ***(maximum 250 words)*** |

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| \*THE TEAM AND THE COMING RECRUITS |
| **How did you form your team? What external experts did you contact to launch or develop your company (such as volunteers, consultants, support networks…)? What are the job of each associate and the role of the coming recruits?**  ***(maximum 250 words)*** |

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| \*FINANCIAL RECORD |
| **What financial resources did you need since your company’s launch? What are the resources that you seek out? Are you currently looking for a fund-raising?**  ***(maximum 150 words)***  ***N.B.: You must join your income statement for the last 3 years and your cash flow plan for the next 12 months.***  **Your file must be named as followed: « company’s name\_income\_statement » and « company’s name\_cash\_flow\_plan »** |

Please, fulfill the Key Performance Indicators used inside your company to follow your development and to set your objectives.

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| **Key Performance Indicators** | | |
|  | **Achieved** | **Projected in a year** |
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|  | **2016** | **2017** | **2018** | **2019** | **2020** | **2021** |
|  | **\*Achieved**  **(or indicated "non created")** | | |  | **\*Projected** |  |
| **\*Turnover** |  |  |  |  |  |  |
| **\*Net total** |  |  |  |  |  |  |
| **\*Number of employees** |  |  |  |  |  |  |

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| \*Next steps |
| **What are the 3 main actions that you are going to lead in the coming months to develop your company? According to this, if you win the IÉSEG Entrepreneur grant or the juror’s favorite grant, how will it help you?**  ***(maximum 150 words)*** |

**Good luck! ☺**