

# INCUBAGEM

## Application File

### **Steps for project selection:**

- Submit the full application file by email to [incubagem@grenoble-em.com](mailto:incubagem@grenoble-em.com)
- Pre –selection of projects by a designated GEM entrepreneurship committee
- Oral presentation of the pre selected projects to the GEM incubator jury.

### **Documents to join in your file on annex:**

- CVs of all team members
- Business model / Business Plan / Market research study
- Provisional Budget
- All other pertinent documents you think useful for your application

*The objective for this application is to understand your idea/value proposition and the ambitions you have to create a company/develop your activity, whatever stage you are currently at.*

*The presentation must be CONCISE and PRECISE.*

### **Project Title:**

### **Website:**

### **Project leader's name:**

### **Email:**

### **Phone Number:**

### **Program of Study or Program currently being acquired:**

### **Graduation Year:**

### **Name of Institution:**

### **Section to be completed only if the company has been created:**

- **Date of Incorporation:**
- **SIREN/SIRET Number:**
- **Registered Office Address:**

**Associate project team members:**

Name	First name	Email	Phone number	Program Graduation Year	Name of the School

**Company Description:**

- General overview and project origin
- The Team
- Your motivations
- Has the idea been developed ? Has the company already been set up ? IF yes, since when was it launched ?
- What are the characteristics demonstrating the innovativeness of the project?
- Strengths
- Weaknesses

**Market Analysis:**

- Target (who will be your prospects/clients and TAM ?)
- Positioning
  - o Where is the activity going to be set up ?
  - o Why?
- Offer (marketing mix)
  - o Product
  - o Price
  - o Communication
  - o Distribution
- Competitors
  - o Who are they ?
  - o What is their offer ?
  - o At what price ?
  - o Where are they?
- Threats
- Opportunities

**Legal Analysis:**

- Are there important legal aspects to take into account ?
- Is it necessary to submit patents? Any particular authorisations required?
- What legal status are you choosing for the company?

**Company Ambitions:**

- Where do you see the company in 3 years from now?
- What are the resources required to attain this result?
  - o Human resources
  - o Material resources
  - o Financial resources
  - o Technical resources

**Financing:**

- What is your current financial situation?
- Do you need a co -working space?
- Does the project have any backing /funding already?
- What is the financial strategy envisaged?
- What are the strategies for the aspects : Marketing / Commercial / Production / Distribution / Communication ?

**Social and Environnemental Impact:**

- What will be the social and environmental impacts in the long term for the project ?
- What, if any, other impacts will the project have?

**Action Plan:**

- At what stage is the project?
- Do you belong to any support structure /incubator or accelerator programme currently (if yes , which ?) NB: this will not affect the outcome of your application.
- What are your needs and expectations concerning the accompaniment from the incubator?

Thank you for taking the time to review this matter and for your responses.

**For any questions, please contact us via the following email addresses: [incubagem@grenoble-em.com](mailto:incubagem@grenoble-em.com)**

By filling in this application file, you give your consent for the data to be processed by the members of the jury of Incubagem of Grenoble Ecole de Management and its processors in accordance with the French Data Protection Law "Informatique et Libertés" of 8 January 1978 as amended and the General Data Protection Regulation of 27 April 2016.

They will be kept for up to 5 years if your project is retained and then deleted.

In accordance with the regulations in force, you have rights of access, modification, rectification, opposition, deletion, limitation and portability on your personal data that you can exercise by contacting the [incubagem@grenoble-em.com](mailto:incubagem@grenoble-em.com) team or the Data Protection Officer by email at [dpo@grenoble-em.com](mailto:dpo@grenoble-em.com) or by mail at Grenoble École de Management, Data Protection Officer, 12 rue Pierre Séward, 38000 Grenoble.

If you do not receive a reply from us, you can contact the CNIL (in French) directly at: <https://www.cnil.fr/fr/plainte>.