



APPLICATION FORM - BEST BUSINESS PLAN COMPETITION

# APPLICATION FORM

## IMPORTANT

Please submit three copies of this document,  
duly completed, along with the full application pack:

Postal address:

JEUNE CHAMBRE ECONOMIQUE DE MONACO  
CONCOURS DE CREATION D'ENTREPRISE  
1 AVENUE DES CASTELANS  
98000 MONACO

**FOR ANY ENQUIRIES, PLEASE CALL:**

**+377 92 05 20 19**

[cce@jcemonaco.mc](mailto:cce@jcemonaco.mc)



## APPLICATION FORM - BEST BUSINESS PLAN COMPETITION

### YOUR APPLICATION PACK :

Your application pack must contain the following documents, in French or in English, in 3 copies :

- Application form (this document)
- CV of the project bearers
- A full application containing :
  - o a Business Plan
  - o an Executive Summary
- payment of registration fee of 50 euros (cheques to be addressed to Jeune Chambre Economique de Monaco)

### THE BUSINESS PLAN

The Business Plan to be submitted with the full application must cover at least the following:

- Description of the planned company : product(s) and/or service(s) offered, particularities, planned legal status...
- Market analysis: description of the industry and the target markets, competition and market positioning, regulatory environment...
- Management team: organisational structure, eventual advisors;
- Operations: marketing strategy, production plan, staff, possible future strategic directions, risk management;
- Financial forecasts: income model, detailed financial forecasts over 3 to 5 years, break-even point;

### OTHER ASSISTANCE

The Jeune Chambre Economique de Monaco will organise, in the context of the Best Business Plan Competition, in May and June 2010 a seminar on « Create a business in Principality of Monaco ».

You can consult dates and programs on : <http://www.icemonaco.mc/fr/projets-icem-en-cours/formations-icem.html>

You can consult the following sites:

<http://www.apce.com/>

[http://www.oseo.fr/votre\\_projet/creation](http://www.oseo.fr/votre_projet/creation) The 10 steps of business creation

[www.bplans.com](http://www.bplans.com) How to write a business plan with free examples.  
(in English)



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APPLICATION FORM

<b>PROJECT TITLE</b>	
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IDENTITY OF THE PROJECT BEARER :

<b>NAME</b>	
<b>FIRST NAME</b>	
<b>COMPANY</b>	
<b>ADDRESS</b>	
<b>TOWN</b>	
<b>POSTCODE</b>	
<b>COUNTRY</b>	
<b>TELEPHONE</b>	
<b>MOBILE</b>	
<b>FAX</b>	
<b>EMAIL</b>	

HOW DID YOU HEAR ABOUT THE BEST BUSINESS PLAN COMPETITION ?

PRESS       PREVIOUS COMPETITION       WEBSITE   
PARTNER       If so, please specify \_\_\_\_\_  
OTHER(S)       Please specify  
\_\_\_\_\_

DO YOU AGREE TO THE FOLLOWING INFORMATION BEING PROVIDED TO OUR PARTNERS (SELECTION COMMITTEE AND PATRONAGE BOARD) ?

YOUR CONTACT DETAILS      Yes       No   
YOUR APPLICATION      Yes       No



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### YOUR PROJECT

<b>PROJECT TITLE</b>	
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#### SECTOR OF ACTIVITY

- |                      |                          |                  |                          |          |                          |
|----------------------|--------------------------|------------------|--------------------------|----------|--------------------------|
| NEW TECHNOLOGIES     | <input type="checkbox"/> | NATURAL SCIENCES | <input type="checkbox"/> | INDUSTRY | <input type="checkbox"/> |
| TRADE / DISTRIBUTION | <input type="checkbox"/> | SERVICES         | <input type="checkbox"/> | OTHERS   | <input type="checkbox"/> |

<b>BRIEF PRESENTATION</b>

<b>TEAM</b> (Add a CV of the project bearers)
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SALES AND MARKETING	
<b>YOUR PRODUCT</b> (additional details)	
<b>YOUR MARKET</b>	
<b>COMPETITION</b>	
<b>POSITIONING</b>	
<b>INCOME MODEL</b>	
<b>DISTRIBUTION NETWORKS</b>	
<b>COMMUNICATION STRATEGY</b>	



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<b>STAGE OF DEVELOPMENT OF YOUR COMPANY</b>	
<b>DATE OF CREATION</b> (if applicable)	
<b>LEGAL STRUCTURE</b>	
<b>BRANDS AND PATENTS</b> <b>PENDING OR DONE</b>	
<b>SECTORS AND</b> <b>GEOGRAPHICAL AREAS</b> <b>COVERED</b> (proportion France/export)	
<b>CURRENT TURNOVER</b>	
<b>MAIN CLIENTS</b>	
<b>MAIN SUPPLIERS</b>	
<b>OTHER POINTS TO BE</b> <b>COVERED</b>	



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### **FINANCIAL FIGURES :**

How do you plan to finance your company ?

<b>HOME CAPITAL</b> (parents or friends)	
<b>BUSINESS ANGELS</b>	
<b>INVESTMENT FUNDS</b>	

What are your other financial resources?

<b>ASSOCIATES</b>	
<b>MEDIUM AND SHORT TERM DEBT</b>	

### **MOTIVATION :**

<b>WHY DO YOU WANT TO SET UP A COMPANY IN MONACO ?</b>



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### BUSINESS PLAN :

	2011	2012	2013	2014
Number of partners				
Number of clients				
Turnover				
Profit margin (%)				
Staff				
Marketing and sales				
Administration				
Research & development				
Operating costs				
Revenue				

ESTIMATED BREAK EVEN POINT : \_\_\_\_\_



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### FINANCING PLAN :

	2011	2012	2013	2014
<b>Financing needs</b>				
<b>Type of financing</b>				
<b>Own funds</b>				
<b>Debts</b>				