



FEDERATION INTERNATIONALE DE L'AUTOMOBILE
REGION I - EUROPE, THE MIDDLE EAST AND AFRICA



**START-UP
CHALLENGE**

Application Form

FIA Region I Start-Up Challenge

1. About you

Give us some basic information on your start-up

1.1 Name of your start-up: *

1.2 Date of founding: *

1.3 Where are you based? *

City, Country

1.4 Website: *

<http://example.com>

1.5 Social medias:

List the channels and usernames

1.6 Name of CEO:

First Name Last Name

1.7 Name of CTO (or your tech guy):

First Name Last Name

2. Contact person for the Region I Start-Up Challenge

Who should we contact regarding this submission?

2.1 Full Name *

First Name Last Name

2.2 Email *

example@example.com

3. Your team

Tell us more about your team and their skills

3.1 Number of people:

3.2 Language skills:

example: English, French, Italian

3.3 Other relevant skills:

4. Your pitch

Sell it to us!

Describe your solution/product/service:

5. Tell us more

5.1 What is the problem you are solving?

5.2 How can people benefit from it?

5.3 What is the insight, trend, development on which you are based? (Why are you the best?)

5.4 What is your logical market(s)? Who would want this? Can you give us numbers (e.g. market volume)?

5.5 Do you have a geographical priority(ies)?

5.6 Is anyone else doing it? How are you different from competitors?

6. Business maturity

Where do you stand?

6.1 Where are you at?

Proof of concept/prototype Minimum viable product Market ready
Product already on sale

Tell us more (can you give us numbers, sales, app downloads, etc.)

6.2 Are you already generating revenue? What is the revenue model?

6.3 Can you share information about how much funding you currently have?

6.4 Do you have early users? What are they telling you (any numbers)?

6.5 Where would you like to be in five years' time?

7. Let's do business

And now let's see how we can work together!

7.1 Do you already have ideas/wishes for a future collaboration with automobile/mobility clubs?

7.2 Why would people want to buy this product/service from or via an automobile/mobility club?

7.3 What is your start-up runway? Will you be available for at least the next 6 months to work on a possible partnership with an automobile/mobility club?

8. Send us some goodies

Upload your pitch deck and a short video to explain the project

Upload pitch deck (maximum 15 slides)*

File types: ppt, pptx, pdf, doc, docx, html, zip

You are free to send us anything you feel will help us better understand your work and what you do.

File types: pdf, doc, docx, xls, xlsx, csv, txt, rtf, html, zip, mp3, wma, mpg, v, avi, jpg, jpeg, png, gif

9. Are you with us?

Are you happy for us to include your data on our internal innovation hub? (*)

Yes, I'm with you!

No, thank you. Maybe next time.

() Your contact details and start-up information will be included in the FIA Region I Innovation Hub, accessible by Automobile Clubs member of the FIA Region I. Clubs could contact you for business opportunities.*