









**APPLICATION FILE**

**CALL FOR PROPOSALS 2025**

## **Please complete this form and submit it together with a PDF presentation**

## **of your project or company via the website**

[**https://www.even-up.bzh**](https://www.even-up.bzh)

## For any queries, please email:

**evenup@even.fr**

# Title of project:

**(required)**

### 1 – EVEN-UP

### How did you hear about the Even’Up call for proposals?

*(required)*

### What is your vision of a successful collaboration with the EVEN Group? What use cases have you identified that would add value to the activities and/or members of the EVEN Group?

*(required)*

**Areas that would potentially benefit from the proposal** (tick any that apply)

[ ]  Dairy industry [ ]  Upstream agriculture/members [ ]  Food distribution [ ]  Other agro-industry

**Transition impacted** (tick any that apply)

[ ]  Environmental transition  [ ]  Social transition  [ ]  Technological transition

### 2 – YOUR COMPANY

### Company name:

### Trading name or trademark:

### Legal form:

### NAF code [Fr. business classification]:

### SIRET no. [Fr. business directory]:

### Date established or taken over:

### Registered office:

### Website: …………………………………………………………………………………………………………………………………………………………………….

### 3 - FOUNDER

**Surname**: **First name**:

**Date and place of birth**:

**Tel**: **Email**:

**Training/career path**:

**Brief description of your project/proposal\* (non-confidential):**

\* May be used for press release if successful

### 4 - YOUR BUSINESS PROJECT

**PLEASE ATTACH A PDF PRESENTATION OF YOUR PROJECT/COMPANY TO THE FILE, ALONG WITH ANY SUPPORTING DOCUMENTS:**

**Project background** *(Circumstances, how the idea came about, problem addressed, etc.)*

*(required)*

**Description of activities, business model, product/service/process**

*(required)*

**Innovatory element of the proposal or product/service provided** *(What sets your product, service or process apart from others? What new solution are you offering to potential customers? What need does it fulfil?)*

*(required)*

**Development stage of the project, TRL, description of current collaborations**

*(required)*

**Impact of the project in terms of environmental, social or technological transition**

*(required)*

###### Your 3-5 year aims, plans and vision for the project

*(required)*

### 5 – MARKET ANALYSIS AND BUSINESS MODEL

**Target market***(What customer/user requirements are you addressing? What distribution networks does it use? What volumes do you anticipate? Are there any barriers to entry?)*

*(required)*

**Analysis of the competitive environment***(Description of current competition. What competitive advantage do you have?)*

*(required)*

**Market positioning***(What are your target customer segments/value proposition/business model? etc.)*

*(required)*

### 6 – HUMAN & TECHNOLOGICAL RESOURCES

**Details of current management team members** *(Training, professional experience, responsibilities within the company)*

*(required)*

**Total staff numbers** (current financial year - N) **and distribution** (sales, production, R&D)**. Specify any changes you expect in the medium term (3 yrs) and additional skills you’ll be taking on:**

*(required)*

**Main production/R&D sites and facilities**

*(required)*

### 7 - INTELLECTUAL PROPERTY

###### Outline the principal expertise and/or technologies the company specialises in

*(required)*

###### Are the solutions you propose to develop unrestricted in terms of use?

* *Have you carried out a prior art search or patentability study?*
* *Does your solution, process or product require an operating licence?*

###### Is it patented? 🞎 Yes 🞎 No

If yes, who is the patent holder?

**Are there any other intellectual property rights (software, trade mark, etc.)**  🞎 Yes 🞎 No

*(required)*

### 8 – FINANCIAL ASPECTS AND BUSINESS PLAN

1. **Project activity forecast**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Financial** **item****Financial year** | **Year****N-1****€** | **Current year (N)****€** | **Year****N+1****€** | **Year N+2****€** | **Year N+3****€** | **Year N+4****€** |
| **REVENUE (A)** |  |
| (+) Turnover |  |  |  |  |  |  |
| (+) Other income (grants, etc.) |  |  |  |  |  |  |
|  |  |  |  |  |  |  |
| **EXPENDITURE (B)** |
| (-) Purchases of equipment/goods |  |  |  |  |  |  |
| (-) Payroll |  |  |  |  |  |  |
| (-) Other items |  |  |  |  |  |  |
|  |  |  |  |  |  |  |
| **= EBITDA (A-B)** |  |  |  |  |  |  |
| (-) CAPEX (Investments) |  |  |  |  |  |  |
| (+/-) Change in WCR |  |  |  |  |  |  |
|  |  |  |  |  |  |  |
| **= Change in cash position**  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |
| **Number of FTEs** |  |  |  |  |  |  |

###### Outline of key resource and investment needed to implement the proposal in future years

***Human resources*** *(Number of recruits anticipated, fields of expertise, etc.)*

*(required)*

***Tangible and intangible investments*** *(Outline your principal investments, amounts, timing, etc.)*

*(required)*

***Other items to be taken into account***

*(required)*

###### Main elements of reinsurance relating to your forecast for the increase in business and turnover (Planned distribution channels, sales force, canvassing, etc.)

*(required)*

###### Financial situation to date (available cash, debts contracted, grants obtained, etc.)

*(required)*

#### 9 – ADDITIONAL INFORMATION

**If you have any other information that will help to explain your project, you may attach it to your email along with the application file (****evenup@even.fr****).**

**Please indicate your consent for us to process your data**

[ ]  *I consent to the processing of my personal data for the purposes of this call for projects, in accordance with the terms of these regulations.*