

**Call for Expressions of Interest**

**Greentech Innovation**

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| Application form |

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| **Project name** |  |
| **Name (denomination) of the company in the national commercial register** |  |
| **Number in the national commercial register** |  |
| **Intra-community VAT number** |  |

**This application and the appendices (business plan, etc.) should be submitted in LibreOffice format (odf/odt, calc, etc.) or MicroSoft Word/Excel or pdf, on the "Démarches Simplifiées” platform at the following address:**

[**https://www.demarches-simplifiees.fr/commencer/call-for-expressions-of-interest-greentech-innovation-eu-2024-2025**](https://www.demarches-simplifiees.fr/commencer/call-for-expressions-of-interest-greentech-innovation-eu-2024-2025)

**The conditions for submission (dates, application procedures, etc.) are set out in the rules for the call for expressions of interest available on the Ministry's website:**

<https://greentechinnovation.fr/the-call-for-expressions-of-interest-greentech-innovation/>

# An answer is expected for each question. If you consider that the answer to the question is provided in an appendix, indicate the number of the page or SLIDE on WHICH the answer can be found. If you fail to do so, the question will be deemed TO not HAVE BEEN answered and your application will not be accepted.

**THE FIGURES PRESENTED IN THE APPLICATION FILE MUST BE ACCOMPANIED BY A JUSTIFICATION AND/OR A SOURCE** **(LINKS, SUPPORTING DOCUMENTS, ETC.).**

# I - PRESENTATION of the company (3 pages maximum)

***Company activity and missions (60 words maximum)***

* *If the project does not cover all of the company's activities, please give details of the range of activities.*

## Ownership and management

## Ownership structure (as detailed as possible) and recent changes

## Main shareholders (if held by a holding company, specify its shareholding structure)

## Brief description of the founders' background and their role within the company (start-ups) or the company's management (SMEs)

## Company financial data for N-1, N, N+1 and N+2.

## Enclose the latest certified balance sheet and income statement

## Provide a 3-year budget forecast

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|  | | | **Current financial year** (1) | **Forecast 2025** | **Forecast 2026** | **Forecast 2027 (optional)** | **Forecast 2028 (optional)** |
| Capitalisation of proposed project expenditure (2) | | |  |  |  |  |  |
| Investment linked to the industrial and commercial launch  of the projects' products (3) | | |  |  |  |  |  |
| Ongoing investments (4) | | |  |  |  |  |  |
| Working captial expenditure (5) | | Increase (+) |  |  |  |  |  |
| Decrease (-) |  |  |  |  |  |
| Loan repayment | | |  |  |  |  |  |
| Miscellaneous (including dividend payouts) | | |  |  |  |  |  |
| TOTAL expenditure | | |  |  |  |  |  |
| Increase of capital | | |  |  |  |  |  |
| Current account contributions | | |  |  |  |  |  |
| Cash flow | | |  |  |  |  |  |
| Loans | Already signed | |  |  |  |  |  |
| Still to be signed | |  |  |  |  |  |
| Expected grants | | |  |  |  |  |  |
| Other planned public funding | | |  |  |  |  |  |
| **TOTAL ASSETS** | | |  |  |  |  |  |
| **CASH BALANCE** | | |  |  |  |  |  |
| **CASH ACCUMULATION** (6) | | |  |  |  |  |  |

(1) Financial year following the last balance sheet submitted.

(2) Project expenditure may be capitalised and depreciated, or all or part of it may be charged to operating expenses. In either case, it must be taken into account.

(3) Tangible investments (production machinery, etc.) and intangible investments (promotions, trade fairs, marketing, demonstration stocks, etc.) linked to the industrial and commercial launch of the project results, not included as operating expenses in the projected income statement.

(4) All planned investments in land, buildings, equipment and intangible assets.

(5) Increase or decrease in working capital requirements linked to the operating cycle.

(6) Cumulative amount to be realised taking into account the cash balance from the last balance sheet submitted with the application.

# II - DESCRIPTION of the project (maximum 5 pages)

## Project theme (one choice only)

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| --- | --- |
| Sustainable food and farming |  |
| Sustainable buildings and cities |  |
| Decarbonising the industry |  |
| Water, biodiversity and biomimicry |  |
| Circular economy |  |
| Renewable and low-carbon energy |  |
| Sustainable finance & CSR |  |
| Maritime innovation and marine ecosystems |  |
| Sustainable mobility |  |
| Green IT |  |
| Risk prevention |  |
| Environmental health |  |

## Background and objectives of the project (maximum 400 words)

* *Origin of the project*
* *Problem to which the project responds, in terms of public policies for the ecological transition*
* *Other problems addressed by the project (economic, societal, impact on the daily lives of citizens or businesses, etc.)*

## Project team

* *Skills, role/position and professional and academic experience of the project leader and team members*
* *Recruitment plans for the project (skills to be acquired, profiles sought)*

## General description of the project

* *Description of the project, including, where applicable, the technologies used and their level of maturity*
* *State of development and deployment of the project, in particular providing evidence of the maturity of the minimum viable product (customer tests already carried out, date of deployment of the project, number of customers using the project, etc.) in the form of a written file and/or a link to a multimedia file. In this file, two appendices must be completed: the “business model canvas” and the form describing the tests carried out and the user feedback.*
* *Location of activities*

## Description of the innovative nature of the project

*The response may be supported by documentary evidence such as: innovation prize, receipt of public funding for innovation, partnership(s) with research institutes, etc.*

* *Characterisation of the innovation (technological including breakthrough, service, marketing, organisation, use)*
* *Description of the innovation*
* *Technological characteristics of innovation (deep tech, low tech, frugal innovations, etc.)*

## Business Plan - to be presented in the form of detailed Powerpoint slides or an accompanying document (maximum 4 pages or 6 slides excluding financial appendix)

*Economic and strategic section*

* *Presentation of the project's technical and commercial development objectives for the next 3 years and their implementation, including:*
* *Main tasks for continuing the technical development of the project: schedule, expected results for each phase, main deliverables that will contribute to assessing the technical success of the project. Clearly identify what will be achieved within 12 months*
* *Key elements of business development:* 
  + *Assessment of current and target market share and sales of the project* 
    - *Specify the market segment(s) targeted in the short term in the project's development area(s) and your medium-term prospects*
    - *Description of the business model and its robustness. What are the main relevant indicators (e.g. revenue per customer per month, fixed/variable income, etc.)?*
    - *Current traction: number of customers and partners? annual or monthly trends? Projections?*
* *Competitive advantages of your project and state of the competition*
* *Presentation of key success factors, potential risks and the main technical, organisational and regulatory difficulties to be overcome*

*Financial section*

* *Provide a 3-year financing plan for the project (partners' personal contributions, fundraising, loans, public funding)*

***Legal aspects (if relevant)***

* *Authorisations (administrative, etc.) required to implement the innovations developed*
* *Intellectual protection strategy: patents, trademarks, know-how, secrets, etc.*
* *Freedom to operate (review of the pre-existing projects by other companies, third party rights)*
* *Obligations resulting from previous partnerships and/or digital environments (platforms, APIs, etc.)*

# III - Environmental impact (2 pages)

*Your project must contribute to the ecological transition (European Green Deal). The aim here is to assess the environmental impact of deploying your project*

* + *Describe in detail and with arguments the main positive environmental impact of your project now and in 3 years' time. Take into account any rebound effects, pollution transfers, etc.)*
  + *Indicate briefly for each of the criteria below. Complete for all criteria, including by indicating a neutral impact if the criterion is not relevant or if there is no significant impact.*

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|  | **Direct and indirect impacts, positive and negative, and their quantification & means of assessment and monitoring** |
| Mitigating climate change |  |
| Adapting to climate change |  |
| Combating pollution (prevention and control) |  |
| Resource management, particularly water and marine resources |  |
| Protecting and restoring biodiversity and ecosystems |  |
| Transition to a circular economy (waste, other) |  |

**IV/ Candidate for the latest Greentech Innovation call for expressions of interest**

*If you have already applied, please indicate the dimensions you have developed since your last application.*