

CALL FOR INNOVATION PROJECTS  
ACTION  
OUTDOOR SPORTS 2020



**OSV**  
Cluster de la Région  
Auvergne-Rhône-Alpes



# APPLICATION FORM

The **2020 Call for Innovation Projects** aims to support and showcase a project to develop a product/service, create a business or diversify an activity that combines eco-design and/or innovation in the field of Action Outdoor Sports.

This Call for Projects is **open to all members or future members of the EUROSIMA and Outdoor Sports Valley clusters**: project initiators or existing companies.

Co-organised by **EUROSIMA** and **Outdoor Sports Valley**, this Call for Projects is a mean to help boost the Action Outdoor Sports industry by supporting innovative initiatives.



## 1 WINNER SHALL BE REWARDED

### THE WINNER SHALL RECEIVE:

- > **5 000€ in financial support** that will be broken down as follows: 2 500€ provided by EUROSIMA and 2 500€ given by Outdoor Sports Valley.
- > The possibility to **pitch the project** to key players within the Action Sports Industry during **the Surf Summit conference in Seignosse on October 1<sup>st</sup>**.
- > 1 invitation to the **Surf Summit** on October 1<sup>st</sup> & 2<sup>nd</sup>, 2020 in Seignosse.
- > 1 invitation to **the Waterman's Ball** on October 8th, 2020 in Hossegor.
- > The opportunity to **present the innovation, free of charge, in the Surfing Lounge exhibit**, which showcases key innovative products and services in Action Sports on October 1<sup>st</sup> & 2<sup>nd</sup>, in Seignosse.

# 2020 ORGANIZERS

The 2020 Call for Projects is organized thanks to active participation of the following entities:



Founded in 1999, **EUROSIMA** aims to unite companies from Nautical, Urban, and Action Sports. The cluster, includes close to 180 members from the Actions Sports industry and develops projects to foster growth for this 13 billion euro European market.



**Outdoor Sports Valley** was created in 2010 and is now the benchmark entity representing outdoor sports companies in France. It received official national recognition in 2011 for its outstanding accomplishments. Today, EUROSIMA's sister association is proud to foster and ensure the development of its 400 member companies in the Alpine area.



## CONTACTS

**EUROSIMA** : (*Soorts-Hossegor*)

[www.eurosima.com](http://www.eurosima.com)  
Christophe SEILLER  
[cluster@eurosima.com](mailto:cluster@eurosima.com)  
(+33) 5.58.72.15.33

**OUTDOOR SPORTS VALLEY** : (*Annecy*)

[www.outdoorsportsvalley.org](http://www.outdoorsportsvalley.org)  
Guillaume BOUVAIST  
[guillaume@outdoorsportsvalley.org](mailto:guillaume@outdoorsportsvalley.org)  
(+33) 4.50.67.53.91

# RULES & GUIDELINES

To ensure proper processing of your application, we request that you take the time to read these rules & guidelines carefully.

## ELIGIBILITY

The 2020 Call for Innovation Projects is open to any person or group of people that are members or future members of either EUROSIMA or Outdoor Sports Valley clusters, or both.

Any type of idea, new product or new technology may be developed and submitted.

No members of the jury, nor experts involved in any way with the Call for Projects, nor any of their relatives (spouses, ascendants, descendants and first-degree relatives) may submit an application.

## APPLICATION GUIDELINES

For the 2020 Innovation Call for Projects, each candidate must describe & develop an innovative project that includes:

- > Solid technical knowledge,
- > Economic and financial realities,
- > Compliance with applicable European legislation, rules and regulations.

Candidates commit to providing only exact, true and sincere data. If deemed necessary by the jury, candidates may be required to provide additional details, proof or any justification relative to the presented project.

Applications must be sent at the latest by **July 24<sup>th</sup>, 2020** (as per postmark). Any applications sent after that date shall not be considered for the 2020 Call for Innovation Projects. No part of the application file shall be returned to applicants.

All applications must be written and presented in French or in English.

## PARTICIPATION FEES

Participation in the 2020 Call for Projects is free of charge, however, additional fees may include:

- > Fees relative to mailing the application,
- > Any postage or delivery fees related to sending in samples, prototypes, videos, etc... which shall all be borne solely by applicants.

## REQUIRED ELEMENTS

Your application must include:

- > The fully completed and signed application form.
- > Your resume/CV as well as the resume/CV of your partners in the case of a collective project.
- > A detailed presentation of the project (ideally according to the format of the application template provided). The presentation shall not exceed 10 pages.
- > The budget and details on financial resources required to cover necessary investment.

## WARNING!

Please note that applications will only be processed once they are complete. Any files that are illegible, inadequately filled in or that do not include the mandatory application form may be eliminated from the Call for Projects. If you wish to include samples or prototypes, you may do so by sending such elements to:

### EUROSIMA / Call for Innovation Projects

123 boulevard de la dune  
40 150 Hossegor

*Sending in the application:*

**July 24<sup>th</sup> 2020**

cluster@eurosima.com

## SELECTION OF WINNERS

A selection committee will examine all complete applications and select the prize winner. The jury includes representatives of **EUROSIMA** and **Outdoor Sports Valley** partners.

The jury shall base its selection on the following criteria:

- > **Ability and means of the company or project manager:** adequate balance and feasibility between key elements: human and financial requirements for the project, competence (experience, knowledge and skills relative to the project), financial partners (institutions, banks, private).
- > **Market:** consumer needs analysis, market segmentation, development strategy (prices, partners, competition...), market potential.
- > **Level of innovation:** state of advancement of the project, technology, testing, copyright (patents) and commercial value.
- > **Environmental performance:** overall ecodesign and sustainability (impact on the full product or service life cycle) as well as CSR policy for the project.
- > **Quality of the application file:** written and overall presentation.

All applicants may be contacted by the jury for an oral interview or presentation.

All selected applicants agree to granting the Call for Projects organizers and partners the right to publish their full name, contact information, company contact information and the summarized description of their selected project provided in their application, relinquishing any claims, compensation or entitlement. Such data will be used for communication purposes only and within the limit of confidentiality clauses to which the organizers are all bound.

## TIMELINE

Timeline of the 2020 Call for Innovation Projects:

- > **April 2020** : launch of the Call for Projects
- > **July 24<sup>th</sup>, 2020** : deadline for submissions
- > **September 8<sup>th</sup>, 2020** : Short list selection of the jury
- > **September 15<sup>th</sup>, 2020** : 5 best applications pitch their project to the jury by video-conference
- > **October 1<sup>st</sup>, 2020** : official results and awarding of the prize at the Surf Summit conference in Seignosse

## CONFIDENTIALITY

All submitted projects shall remain confidential, meaning that the selection committee and individuals in charge of orientation or assistance with projects are bound by professional confidentiality clauses.

## STATUTORY WAIVER

All candidates who wish to take part in the Call for Projects must abide by the present rules and guidelines.

In the event of any breach of the present rules, organizers reserve the right to withdraw any non-complying applications. Candidates agree to refrain from taking any legal action relative to the conditions or organization of the present call for projects, its results or any decisions taken by the selection committee.

For more information on the 2020 Call for Innovation Projects, please contact EUROSIMA.  
(+33) 5.58.72.15.33 or [cluster@eurosima.com](mailto:cluster@eurosima.com)

# APPLICATION FORM

To be sent to us by email or mail as soon as possible.

I, the undersigned:

Company name (if applicable): .....

Surname: .....

Firstname: .....

Address: .....

Postcode: ..... City: ..... Country: .....

Mobile: ..... Phone: .....

Email: .....

Applicant for the 2020 Call for Innovation Projects,

declare that I have read and understood and agree to comply with the present rules and guidelines of the 2019 Call for Innovation Projects,

Location ..... on the ..... 2020 (signature required)



# APPLICATION TEMPLATE

*This application template is provided to help applicants present their project for the call for projects. Applicants remain free to complete it accordingly, however applications must not exceed 10 pages in length (not including annexes).*

## 1\_ DESCRIPTION OF THE PROJECT (1 page max)

- > Origin of the project
- > Description of the product, process or technology
- > How is the product, process or technology innovative?
- > Freedom to operate
- > Regulatory or legislative details

**A WORD OF ADVICE:** *indicate whether you are free to develop the idea or results that you wish to use. If you aren't, how do you plan on obtaining such rights? Please provide all arguments or information that may illustrate the interest and validity of your project (studies, technical or academic warning...) or explain how you wish to validate it.*

## 2\_ BUSINESS PLAN

- > Team: position and role of the applicant and any other partners in the company
- > Candidate's professional experience
- > Technical means: needs in terms of materials, space, premises...
- > Financial means: financial needs and financial solutions considered (personal investment, loans, public funding, seed funding...)
- > Expected legal status if creating a business or company (Ltd company, SAS, SARL, Auto-entrepreneur...)

**A WORD OF ADVICE:** *explain your vision for your future company (activity, team, size, funding...). Imagine and describe what you see for the next 3 years, keeping in mind that anticipations and plans can always be adapted.*

### NECESSARY MEANS FOR THE PROJECT TO REACH MATURITY:

- > Research (technological, organizational, commercial, financial, legal...)
- > Any training the candidate may need
- > Partnerships
- > Provisional investment plan
- > Human resources: management, employees, sub-contractors...
- > Location and geographical reach: territorial development of the project
- > CSR: Corporate Social Responsibility policy of the project (vision, mission, supplier relations, partners and support to associations or NGOs, company involvement etc...)

**A WORD OF ADVICE:** *explain your vision for your future company (activity, team, size, funding...). Imagine and describe what you see for the next 3 years, keeping in mind that anticipations and plans can always be adapted.*

## 3\_ MARKET STUDY ON PROSPECTIVE CLIENTS OR TARGET MARKET

### TARGET MARKET:

- > Competitive advantage
- > Information on the competition
- > Segmentation, details on your target; development strategy to reach your clients
- > Information on your distribution channels

***A WORD OF ADVICE:** an economic feasibility study may need to be carried out or may have already been carried out. Even if this has not yet been done, you should demonstrate initial knowledge and information about the target market, the competition and the specific segment your aim to reach, or a precise idea of requirements needed to carry out such research.*

## 4\_ TECHNICAL DEVELOPMENT OF THE PRODUCT/SERVICE

### ERGONOMICS AND FUNCTIONALITIES:

- > Function qualities: was the product designed with the user's perspective in mind?
- > Innovation in terms of what services the new concept offers
- > Easy installation (transportation, activation...) and maintenance - Safe use and maintenance
- > Level of modularity (possible evolutions or how it could be declined to other situations or fields)
- > Uniqueness of the project: added value of the project compared to other existing products or services already on the market

### FEASIBILITY, MANUFACTURING & INNOVATION TECHNIQUES

How innovative and pertinent are the suggested solutions in terms of:

- > Materials
- > Technology
- > Industrialisation process: sustainability, weight, assembly, number of components, suggested innovations...
- > Estimated cost of production and target market price
- > Prototyping / tests already carried out?

### COHERENCE OF THE PRODUCT/SERVICE

- > Originality: does the product provide a new use shape or function?
- > Overall coherence of the design
- > Level of differentiation with existing or neighboring concepts
- > Perceived level of quality

## 5\_ COHERENCE AND AESTHETICS

The jury would especially appreciate any descriptive elements (drawings, sketches, graphs, images, videos...) that may illustrate the product and its innovative qualities.

### AESTHETICS:

- > Level of aesthetic quality relative to market
- > Level of innovation relative to shape
- > Level of graphic innovation (colors, graphics...)
- > Aesthetic adaptation to target audience

## 6\_ ECO-DESIGN

- > **Product life cycle:** provide a short description of the main environmental impacts that your product or service may have through its entire life cycle (raw materials used, manufacturing, transportation, distribution, use, end of life). Present the various choices you have made to reduce these impacts. Please include all details relative to materials reusable, renewable materials or those requiring less energy, reducing packaging, etc... please include as much quantitative data as possible.
- > **Associated additional services:** what has been done to limit your product's impact? Examples: Repair services, guarantees, packaging return service...
- > **Greenhouse gases:** what has been done to reduce greenhouse gases emissions? Please detail: carbon imprint calculations, Carbon Disclosure Project, Life Cycle Analysis, maximizing processes or logistics, awareness around the biggest sources of greenhouse gases emissions.

**A WORD OF ADVICE:** the above stated list of eco-design issues is provided as an example. Please explain in detail any measures taken to limit your product's environmental impact throughout its entire life cycle as applicable.

# BUDGET

Applicants are required to prepare a budget that lists the various investments and spending relative to the project presented in this application. The following information regarding expected investment and financial resources required are provided as examples to help applicants structure the budget. Applicants should be aware that the jury will pay particular attention to the presented budget. Applicants are therefore encouraged to be as precise as possible and consider all entries and spending that may impact the project.

## 1\_ LIST OF EXPECTED INVESTMENTS

The following table is provided as an example. Each applicant remains free to fill in applicable columns, depending on the nature and/or state of advancement of the project.

EXTERNAL EXPENSES <sup>(1)</sup>		
NATURE OF SPENDING	SUPPLIERS/ SERVICE <sup>(2)</sup>	TOTAL AMOUNT INCLUDING VAT <small>(en Euros)</small>
Economic feasibility study		
Technical research		
Preparation of a business plan		
Drafting of legal agreements		
Intellectual property research		
Specific training		
Consulting fees		
Other		
<b>TOTAL (I)</b>		

OWN COSTS <sup>(3)</sup>		
NATURE OF SPENDING	SUPPLIERS/ SERVICE <sup>(2)</sup>	TOTAL AMOUNT INCLUDING VAT <small>(en Euros)</small>
Travel expenses		
Supplies		
Others		
<b>TOTAL (II)</b>		

OVERALL TOTAL (I et II)
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<sup>(1)</sup> Any indicated amounts must be relative to services or studies included in the project description.

<sup>(2)</sup> Please detail (if possible) the name(s) of any services providers or sub-contractors. Provided names or companies may be changed later.

<sup>(3)</sup> For example: personal spending linked to the project (travel; miscellaneous...)

## 2\_ FINANCIAL RESOURCES

We ask that you also provide figures for financial resources to cover the above stated expenses and spending. These figures are to be divided in two categories:

- > What you bring: "personal funding"
- > Funding that you may obtain: bonuses, subsidies, mid or long term loans

Proper business management requires that any sustainable financial needs should be covered by resources of similar nature. Please note that totals of both columns should add up equally.

Therefore, if the total amount of personal funding, possibly increased by subsidies or grants, were to remain lower than the total longterm costs, then the project manager would be required to find additional external funding.

Such funding, generally found through a bank, will be required to comply with proper long-term credit distribution principles.

## 3\_ EXPECTED USE OF FUNDS

In a few lines, please explain how you would use the allocated funds, were your project to be selected in the 2020 Call for Innovation Projects.



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