

CALL FOR INNOVATION PROJECTS
EUROSIMA 2024



**BOOST YOUR
INNOVATION &
BUSINESS**

APRIL TO JUNE 2024

Euro/SIMA



EUROPEAN SURF INDUSTRY MEMBERS ASSOCIATION

**FEDERATING ACTION SPORTS BUSINESSES
& PROMOTING THEIR AUTHENTICITY**

Created in 1999, EUROSIMA is the European Action Sports industry association. Working within a 13 billion euro market, EuroSIMA focuses on 4 key targets:

- We **federate** the community through key events;
- We **promote** our action sports industry through our great stories;
- We **educate** for a more sustainable and efficient industry;
- We **encourage** innovation and support business development.



© EuroSIMA / Stéphane ROBIN

“*Within our ecosystem, we have a source of talent and new brands that are boosting our industry with their creativity. It is our responsibility to do our best to share our experience with them and provide advice to help them grow.*”

Jean Louis RODRIGUES
EuroSIMA President



CALL FOR INNOVATION PROJECTS

The 2024 Call for Innovation projects aims to reward a product or service development project, a business creation or a new branch for a business that includes in-

novation and/ or eco-design within the field of Action Sports. This Call for Projects is open to all members and future EuroSIMA cluster members who have a project or already have an existing business.

This Call for Projects will contribute to boosting the Action Sports industry by supporting innovative action.

Through this endeavour, EuroSIMA also wishes to accelerate and provide long-term success for new projects. The goal is also to foster inter-generational solidarity among business entrepreneurs and to help facilitate professional integration in a territory of excellence.



A JURY OF EXPERTS AND QUALITY MENTORS!

The selection process is ensured by a jury of professionals from within in our industry. The jury, which includes business leaders, members of the EuroSIMA Board of administration, partners of the Cluster as well as innovation and sustainability experts, will review the applications in order to select 2 winners. Our team of professionals will then remain available to the winners to provide advice and assistance with the development of their project.

1 WINNER SHALL BE REWARDED

7 REASONS TO ATTEND

- Receive 2 500€ in prize money
- Enjoy a full year's membership to EuroSIMA
- Access the expertise and knowledge of Action Sports professionals: one on one mentoring with members of the Board and personalised coaching
- Boost your visibility through the EuroSIMA network: get interviewed by industry media, create strategic connections, present your work to partners & local elected representatives...
- 2 invitations to EuroSIMA's key events
- Present and showcase your innovation for free in the SURFING LOUNGE, an exhibit of the various innovative products and services of Action Sports businesses, during the SURF SUMMIT
- Pitch your project to 350 professionals of European Surfing industry, during the annual SURF SUMMIT

WETTY WETSUIT
2024 Winner



“EuroSIMA is like an impartial and credible arbiter. We get the sight of our colleagues, and when you’re a small company, it’s important to have the full picture from the heads of major brands, start-ups and outside speakers.

What I really appreciated was the writing part of the project, as the presentation was very well structured. It enabled me to think globally and ask myself the right questions.

It was a real challenge to present what I was doing to the surf industry. Measuring myself against professionals surf industry and getting their feedback is, for me, more important than the financial gain.

The 2024 Call for Innovation projects really helped me, opened doors and pushed me beyond my comfort zone.»

Grégory PELAGAHE
Fondateur et dirigeant de WETTY Wetsuits



RULES, GUIDELINES & APPLICATION



ELIGIBILITY

The Call for Innovation Projects is open to any person or group of people that are members or future members of EuroSIMA cluster.

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.

MODALITÉS

For the 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 June 30th, 2024 (as per postmark). Any applications sent after that date shall not be considered for the 2024 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 2024 Call for Projects is free of charge, for all members having paid their 2024 membership fees, 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:

June 30th, 2024
cluster@eurosima.com

SELECTION OF WINNERS

A selection committee will examine all complete applications and select the prize winner. The jury includes representatives and partners of EuroSIMA.

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.

The 3 best shortlisted applications will be presented to a jury by video-conference.

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.

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.

CALENDRIER

Timeline of the 2024 Call for Innovation Projects:

- april, 2024 : launch of the Call for Projects
- june 30th, 2024 : deadline for submissions
- august 31th, 2024 : Short list selection of the jury
- september 12th, 2024 : 3 best applications pitch their project to the jury by video-conference
- september 26th, 2024 : official results and awarding of the prize at the Surf Summit conference in Hossegor

COMPENSATION TO BE AWARDED TO THE 2024 WINNER

- 2,500€ financial endowment
- Mentoring and sponsorship with EuroSIMA mentors for 1 year
- Free invitation to the «EuroSIMA Surf Summit» European seminar (2 tickets)
- Free exhibition space at the «Surfing Lounge» exhibition at the end of September in Seignosse.

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 2024 Call for Innovation Projects, please contact EuroSIMA.
(+33) 5.58.72.15.33 or cluster@eurosima.com

APPLICATION FORM



I, the undersigned:

Company name (if applicable):

Surame:

Firstname:

Adress:

Postcode: City: Country:

Mobile: Phone:

Email:

Applicant for the 2024 Call for Innovation Projects,
declare that I have read and understood and agree to comply with the present rules and guidelines of the 2024
Call for Innovation Projects,

Location on the
2024 (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

- 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.démarche.

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: Describe the vision you have of your future company (activities, team, size, financing...), project yourself 3 years ahead... bearing in mind that forecasts are made to be modified.

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 or 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 ⁽¹⁾ | | |
|----------------------------------|-----------------------------------|---|
| NATURE OF SPENDING | SUPPLIERS/ SERVICE ⁽²⁾ | TOTAL AMOUNT INCLUDING VAT ^(€) |
| Economic feasibility study | | |
| Technical research | | |
| Preparation of a business plan | | |
| Drafting of legal agreements | | |
| Intellectual property research | | |
| Specific training | | |
| Consulting fees | | |
| Other | | |
| | TOTAL (I) | |

| OWN COSTS ⁽³⁾ | | |
|--------------------------|-----------------------------------|---|
| NATURE OF SPENDING | SUPPLIERS/ SERVICE ⁽²⁾ | TOTAL AMOUNT INCLUDING VAT ^(€) |
| Travel expenses | | |
| Supplies | | |
| Others | | |
| | TOTAL (II) | |

| | |
|-----------------------------------|--|
| OVERALL TOTAL (I & II) | |
|-----------------------------------|--|

((1) Any indicated amounts must be relative to services or studies included in the project description.

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

((3) 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_OTHER DOCUMENTS TO ATTACH

The following documents must be annexed to the application:

- A copy of the company « Kbis » form
- A copy of the last balance sheet and income statement as well as the initial funding framework plan for businesses with over 12 months of activity
- A copy of all provisional financial documents for businesses that have less than 12 months of activity
- Any other document that may help the jury determine the pertinence of the application may be included (videos, images, prototypes...)

4_EXPECTED USE OF FUNDS

We request that in your provisional budget, you also include how you intend to use the funds from the Call for Projects, in the event your project is chosen as a winner.

5_CRITERIA FOR SELECTION & CONFIDENTIALITY

The criteria for selection of winners may include :

The company’s viability, its potential in terms of job creation and market potential & the innovative, social and environmental dimensions will also be key elements taken into account

- Business or project manager(s) strengths: personnel, equity, the team’s complementarity in terms of skills (experience, skills), financial partners (institutions, banks, private funding)
- Market: consumer needs analysis, market segmentation, development strategy (pricing, partners, competition...), access to the market
- Level of innovation: state / status of the project, technology, testing, intellectual property protection, promotion
- Global Design: ergonomics and functionality (users, services, installation, modularity), manufacturing feasibility (materials, technology, industrial process, price / market)
- CSR performance and sustainability: eco-design, global eco-design, CSR impacts
- Quality of the application: presentation and writing

A confidentiality agreement is signed by all individuals who may be involved in reviewing the applications.

EUROSIMA CONTACT

Christophe SEILLER - www.eurosima.com
cluster@eurosima.com - +33 (0)5 58 72 15 33

CALL FOR INNOVATION PROJECTS
EUROSIMA 2024



**BOOST YOUR
INNOVATION &
BUSINESS**

APRIL TO JUNE 2024

Euro/SIMA