

PERSONAL AND BUSINESS ESSENTIAL DATA

These data should be collected through the registration form of the Online Platform (The Switchers Toolbox)

First Name

Last Name

Country of residence

Sex (M/F)

Phone

Date of birth

Business Stage

Name of the project

Brief description of the project

E-mail

Username/Password

DESCRIPTION OF THE SUSTAINABLE BUSINESS IDEA

These data can be collected through the Online Tool for Sustainable Business Model Development or via an online form

1) What is your green product idea and/or service to be launched onto the market?

Explain why your value proposition and your product/service is unique and how it provides an added value compared to the current market/technology solution.

2) Describe your potential customer segments?

Please describe your potential customers segments according to their characteristics and profile, such as: educational background, socioeconomic status, age, sex, geographical aspects, attitude towards environment, etc.



STAND Up!

3) Explain why your green business idea is directly solving an environmental challenge

Explain why and how your green product or service would directly solve an environmental challenge such as: water/land/air pollution, CO2 emissions, waste management, soil degradation, deforestation, toxic chemical products, threats on biodiversity, etc.); and/or contribute to the conservation or the restoration of the quality ecosystems; and/or encourage the adoption of more sustainable ways of living and a change in consumption habits.

4) Explain why your green business idea is directly solving a social challenge

Explain why and how your green product or service would directly solve a social problem such as unemployment, lack of access to health services, inclusion of people in risk of social exclusion, lack of education, lack of preservation of cultural heritage and traditional knowledge, etc.).

Do you already have a legally registered business with this idea? (Y/N)

BACKGROUND AND KNOWLEDGE

These data can be collected through the Online Tool for Sustainable Business Model Development or via an online form

5) Briefly describe your previous experience(s) in creating businesses (if any)

6) Briefly describe your professional experience related to the green business idea (if any)

7) Briefly describe the involvement of other people in the development of the green business idea (if relevant)



STAND Up!

8) Education level

Less than secondary School

High School

Professional Technician's Diploma

Higher Technician's Diploma

Bachelor's degree

Masters

PhD