****

**APPLICATION FORM**

**Be Green! V2WORK Enterprising Ideas Competition**

**D3.4.2 NATIONAL ENTERPRISING IDEAS COMPETITION**

**T3.4 V2WORK NETWORK OF CAREER CENTRES**

**WP3 INSTITUTIONAL STRENGTHENING OF CAREER CENTRES**

**TO BE COMPLETED BY THE APPLICANT IN BOTH ENGLISH & VIETNAMESE**

**Be Green!**

**PROJECT TITLE: ...............................................**

**NAME OF THE TEAM: .........................................**

**HOME UNIVERSITY: ……………….**

**CONTACT PERSON IN HOME UNIVERSITY CAREER CENTRE: …………..**

**A. GENERAL INFORMATION**

**1. Names of the individual members and situation:**

|  |  |  |  |
| --- | --- | --- | --- |
| NAME | STUDENT? | DEGREE PROGRAMME | CURRENT YEAR OF STUDIES |
| GRADUATE? | YEAR OF GRADUATION |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |

**2. Details of Team leader (who will represent the project in the National EIC in Ho Chi Minh City)**

**3.1. Full name: ....................**

**3.2. Student’s code: ..................**

**3.3. University:……..**

**3.4. Faculty/Institute: .....................**

**3.5. Major: ..........................**

**3.6. Class: ...............**

**3.7. Telephone: ................**

**3.8. Email: ...................**

**B. DETAILED DESCRIPTION OF GREEN ENTERPRISING IDEA**

**1. Project objective (5% of total score)**

**1.1. Overall objectives: ... *(1/2 - 3 pages)***

**1.2. Expected products or service: .... (specify type and specific specifications of the product or service)**

**2. Necessity and product situation in the market (20% of total score)**

*Analyse the necessity and the situation of products or services on the market with up to 1000 words, using images and data needed to support the description.*

*Highlight the necessity of the creation of innovative products or services (10%)*

*Analyse the situation of products or services on the market, the existence and ability of products to meet the needs of society. (10%)*

**3. Creativity - novelty of the product or service, and the ability to meet the needs of users (25% of total score)**

***A****nalyse the novelty, creativity of the product or service and its ability to respond to users with up to 2000 words, using images and data needed to support descriptions.*

***3.1. Creativity - novelty: (15%)***

***- Inheritance****: Need to specify unique contributions of the project to develop products or services.*

***- Novelty, creativity:*** *Highlight the creativity and novelty of the products or services compared to similar ones or towards the same target audience. What are the outstanding characteristics of the product/service? State the breakthroughs in technology and services of the product/service.*

***3.2. Suitability: (10%)***

***- Target users:*** *Specify the targets using the product/service.*

***- Responsiveness:*** *How can the product's/service’s features meet the target user?*

**4. Implementation scheme (15% of total score)**

*Highlight the contents needed to make the product or set up the service with up to 2000 words, using images and data needed to support description. List the main content that needs to be implemented, describe the content and the product/service to be achieved of each content. The content needs to be coherent and linked together to build the overall product/service.*

**Content 1: (Describe the detailed content, the technical method to be performed, the requirement to achieve product. Provide the images, formulas, and diagrams to clearly show the projected content)**

**Content 2: ...**

**Content 3: ...**

**5. Self-evaluation of the project using SWOT (10% of total score)**

*Assess the Strenghts, Weaknesses, Opportunities and Threats (SWOT) when implementing the project, following the SWOT model below, with a maximum of 500 words (10%).*

*Use the right terminology, accurately analysing relevant elements according to the SWOT concept*

|  |  |
| --- | --- |
| ***STRENGTHS***  **-** | ***WEAKNESSES***  **-** |
| ***OPPORTUNITIES***  **-**  **-** | ***THREATS***  **-**  **-** |

**6. Costs to improve / innovate products (15% of totals core)**

Estimated budget for product/service improvement/innovation. The table below shows the estimated expenditure items for each product/service after improvement.

Compare production costs before and after improvements. The rationality of the budget is an important basis for future financiers to choose to sponsor the project.

|  |  |  |
| --- | --- | --- |
| **No.** | **Expenditure items** | **Amount** |
| **1** | **Cost of Software** |  |
| **2** | **Cost of equipment’s installation** |  |
| **3** | **Other cost** |  |
| **..** | **..........** | **................** |
|  | **Total** |  |

**7. Video to illustrate the idea (10% of final score)**

Make a Video of 2-3 minutes to describe/simulate product innovation ideas.

**8. Signature**

I authorise the V2WORK project to publish my video and photos/videos of me during the competition on their website and social media.

* YES
* NO

Name of project representative:

Signature