

Startup adVANce Challenge by Mercedes-Benz Vans

Application Questions for Phase A

Your information is highly confidential and only accessible by us for evaluation. Questions marked with * are mandatory.

Please see our application guidelines and FAQ (<http://startup-advance.mercedes-benz.com/apply-now/>).

Company

1. What is the company's address?* (250 characters)
2. Where was your company founded?* (100 characters)
3. Which legal entity is your company?* (100 characters)
4. I confirm that the applicant is an legal entity and fulfills the startup criteria of the Startup adVANce Challenge.*
Requirement: The startup must be a duly registered legal entity (e.g. Inc., LLP, GmbH, etc.) under the laws of any country in the world (except embargoed countries).

Project

5. What is the project name?* (100 characters)
6. Please give a project abstract/ management summary.* (1500 characters)
Please note that your project must fit the topics of the Startup adVANce Challenge.
7. Please select the corresponding track your project fits best.*
For further information and indications for inspiration regarding the three tracks please have a look at our website (startup-advance.mercedes-benz.com/) and Sect. 1.3 in the Terms & Conditions.

Track A:	Revolutionizing Cargo Space
Track B:	Internet of Things (IoT)
Track C:	Transport Sharing Solutions

Product Idea (hardware/ software)

8. Describe your product.* (800 characters)
 9. How does it relate to the selected Startup adVANce focus field?* (500 characters)
 10. At what stage of readiness is the product?*
- a) Idea phase
 - b) Concept phase
 - c) Prototype building phase
 - d) Testing phase
 - e) Market launch phase
 - f) Growth phase
 - g) Maturity phase
11. Describe the technology behind your product.* (500 characters)
 12. Does your company hold any intellectual property rights or licenses in the regard to your product?*
- If yes, please state which intellectual property rights you hold.* (500 characters)
13. Is your product reliant on any existing products or technologies?*
- If so, what?* (500 characters)
14. In case your product is reliant on any existing products or technologies, do you have the necessary rights to use and sell those existing products or technologies, e.g. licenses?*

Team

15. Please provide a roughly one minute video introducing the team.* (Max file size 30MB. Please ensure Flash is working correctly on your browser.)
Smartphone quality is enough.
 16. What is your team composition and respective roles?* (500 characters)
Name up to ten (10) team members with full name and function (e.g. first name surname (CEO); first name surname (CFO)).
 17. Please provide a short resume for the core team members (include LinkedIn URLs, previous experience, achievements, etc.)* (1000 characters)
 18. Describe your company's experience in developing the described product for the addressed Startup adVANce Challenge focus.* (500 characters)
 19. Indicate the level of management experience within your company, e.g. in the field of marketing, business strategy, budgeting or leadership?*
 - 1 - very low
 - 2 - low
 - 3 - average
 - 4 - high
 - 5 - very high
20. Indicate the level of technical experience in the target field of the proposal?*
 - 1 - very low
 - 2 - low
 - 3 - average
 - 4 - high
 - 5 - very high

Customer Benefit and Product

21. Which customers are the focus of your proposed product within the Startup adVANce Challenge?*(800 characters)
22. What customer issues does this product solve?*(800 characters)
23. Is your product satisfying manifest or latent customer needs?*
24. What solutions, if any, are customers already using?*(800 characters)
25. What is the unique selling proposition of your product?*(500 characters)

Industry, Market & Market Segments

26. What is the field of activity?*
 - a) An entire industry
 - b) A market
 - c) A market segment
 - Please specify (200 characters)
27. Select target geographic areas for the proposed product*
 - a) Global
 - b) National
 - c) Regional
 - d) Local
 - Please specify (200 characters)
28. What competitors are already active in the field of activity?*(800 characters)
 29. Describe the current competitive situation of your target field of activity.* (400 characters)
 30. Describe the potential of your field of activity you are addressing, e.g. revenue volume, amount of customers, etc.?* (300 characters)

Value Network

31. Who else is involved in the value creation, e.g. your suppliers, companies with complementary products, etc.?* (600 characters)
 32. How much value is created and captured by your product?* (250 characters)
 33. Does your product depend on innovations or changes in the market that have not yet been implemented?*
- If so, what? (200 characters)

Further Questions

34. Does one of the following participation models meet your perception of a cooperation and your incentive for participating Startup adVANce Challenge, respectively?
(The answer to this question does not affect your application.)
 - a) Mercedes-Benz Vans becomes a customer of your startup with regard to the product.
 - b) Mercedes-Benz Vans retains your startup for R&D projects or any other commissioning.
 - c) Mercedes-Benz Vans becomes a strategic partner and invests in your startup with taking shares.
 - d) Mercedes-Benz Vans offers the shareholders of your startup an exit and acquires the startup.
 35. Is your startup involved in another startup (e.g. shareholder, joint venture etc.) that files an application for the Startup adVANce challenge as well?*
- Which other startup is your startup involved in, that files an application for the challenge? What kind of involvement is this? (150 characters)
36. I confirm that I have read and agree with the terms and conditions of entering this challenge (startup-advance.mercedes-benz.com/wp-content/uploads/Startup-adVANce_Terms-and-Conditions.pdf) and that the provided information is true to the best of my knowledge and belief.*