

Strengthening the Partnership
between Belgium and Georgia
through Temporary Mobility of
Entrepreneurs (EMLINK)

SHORT-TERM MOBILITY PROGRAMME IN BELGIUM FOR GEORGIAN START-UPS

APPLICATION FORM

Instructions:

- Please **type** all answers clearly;
- All fields are mandatory;
- Please send the filled-out application form (**together with CVs and Pitch Deck**) via the WeTransfer platform by **31 March 2024** midnight CET to the following e-mail address: emlink@icmpd.org;
- Only **selected candidates** (by the ICMPD selection committee consisting of Georgian and Belgian public and private sector representatives) will be notified by **30 April 2024**.

1. COMPANY OVERVIEW	
Brand or trade name:	
Company web-page:	
Company social-media account:	
<p>One – liner on what your company does</p> <p><i>Please use a descriptive sentence and not a marketing one. If you do not already have one, feel free to use this formula: "(Company name) is developing (a defined offering) to help (a defined audience) (solve a problem) with (secret sauce)"</i></p>	
Is your company registered or incorporated?	
Date Founded	
Country	
City/Town	
<p>Company stage (Idea Stage: you're currently working on an idea for a product/service. MVP/Seed Stage: you have built a minimum viable product. Product-market fit: you have validated that your product/service satisfies a market demand. Scaling Stage: you're focusing on growth in users, customers, revenues or market share)</p>	<p>Please check the box or mark the relevant stage(s) in another way:</p> <p><input type="checkbox"/> Idea stage</p> <p><input type="checkbox"/> MVP/Seed Stage</p> <p><input type="checkbox"/> Product-market fit</p> <p><input type="checkbox"/> Scaling stage</p>
<p>Company industry Indicate the industry in which your company is operating</p>	
<p>Company's customer focus Select the types of customers you're selling your product/service to. Business to business (B2B) / business to business to business (B2B2B) / business to consumer (B2C) / business to government (B2G) / consumer to consumer (C2C) / business to business to consumer (B2B2C).</p>	<p>Please check the box or mark the relevant type(s) in another way:</p> <p><input type="checkbox"/> B2B</p> <p><input type="checkbox"/> B2B2B</p> <p><input type="checkbox"/> B2C</p>

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	<input type="checkbox"/> B2G <input type="checkbox"/> C2C <input type="checkbox"/> B2B2C
2. TEAM	
Your name and position:	
Phone (with country code):	
Personal LinkedIn account:	
Role in team:	
Are you a founder?	
Relevant experience:	
Team members <i>Include the key members (maximum 3 persons) responsible for business and technology development and their relevant experience</i>	1. 2. ...
Total number of team members:	
How long have the founders known each other and how did they meet?	
Will the CEO participate in the program and be 100% engaged in the program activities (including travelling to Belgium)	
3. PROBLEM	
Summarize the problem you're solving in 3-4 sentences <i>Describe the customer problem you are trying to solve with your product or service</i>	
4. SOLUTION	
Describe your solution in a few sentences <i>Please explain in simple terms. Imagine that readers don't know anything about this subject. What is your company going to make? How does it solve the customer's problem?</i>	

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5. MARKET	
<p>Summary of the customers and market in a few sentences</p> <p><i>Who are your validated customers? What sales channels are you using to reach them? How many of them are there? What progress have you made with customers?</i></p>	
6. BUSINESS MODEL	
<p>Summarize the business model in a few sentences</p> <p><i>How do you make money?</i></p>	
7. FINANCE	
<p>What's your monthly recurring revenue (MRR)?</p> <p><i>Indicate amount in EUR</i></p>	
<p>Are you actively fundraising?</p>	
<p>Capital seeking <i>(amount in EUR)</i></p>	
<p>How much have you already raised, in total? <i>(Indicate amount in EUR)</i></p>	
<p>What pre-money valuation are you expecting in the current funding round?</p> <p><i>An estimate of how much your company is worth prior to the investment.</i></p>	
8. STRATEGY	
<p>What have you achieved so far?</p> <p><i>Include revenue, traction, grants, major investments, etc.</i></p>	
9. OTHER	
<p>Pitch Deck</p>	<p><i>Please attach your pitch deck to this filled-out application form and send us via WeTransfer platform to the following email: emlink@icmpd.org</i></p>
<p>Where did you first hear about the ICMPD EMLINK Project's call for applications?</p>	

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