

TECHNOLOGICAL AND INNOVATION BRIDGE TO SILICON VALLEY

3rd - 7th May 2010

APPLICATION FORM – COMPANIES-

Please fill in the following application form with as many details as possible in **English** and return it to Glòria Perarnau (gperarnau@cambrabcn.org) or Núria Vives (nuria.vives@barcelonactiva.cat) **before February 26th 2010**. All fields are compulsory.

In addition, you may send any relevant information you deem fit for us to better understand your company (i.e. company profile, services/products brochures, etc.)

1. - Company Details

* Company:		* Tax number (CIF):	
* Industry (i.e. IT, cleantech, life sciences, etc.):			
* Business Address:			
* City:	* Country:	* Zip Code:	
* Phone:		* Fax:	
* E-mail:		Web:	
Year of founding:			

2. - Representative of the company participating in the business trip

* Last names:	
* First name:	
* ID number:	* Date of Birth:
* Position:	
Any previous experience in:	
<ul style="list-style-type: none"> • Silicon Valley: 	

In collaboration with:

Co-financed by:

- Any other part of the USA

Please provide a short bio in no more than one paragraph of the management team (i.e. Schools attended, sector experience relevant for the company, domains of expertise, etc.)

1.

2.

3.

4.

3. - Company's indicators

Sector (i.e. Healthcare IT, online education, mobile gaming, etc.):

Membership in sector's associations:

Evolution of the following data for the last three years (000's €):

	2007	2008	2009
Total number of workers (full time equivalents):			
Revenues			
Revenues from international markets			

In collaboration with:

Co-financed by:

Revenues from international markets/Revenues (%)			
Revenues from US market			

International presence:

Do you have in the USA:	
	Subsidiary?
	Joint Venture agreement?
	Shared companies?
	Current customers?
	Other? Please specify
Do you have any of these in other countries?, In which ones?	

Revenue generating countries for 2009:

% Of total revenue generated in:	%
1.	
2.	
3.	
4.	
5.	

In collaboration with:

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4. - Company strategy

Please provide your elevator pitch (An elevator pitch is an overview of an idea for a product, service, or project. The name reflects the fact that an elevator pitch can be delivered in the time span of an elevator ride, for example, thirty seconds and 100-150 words)¹.

Please provide a detailed description in English

1. What are the main markets you address? (Please provide an estimate of its size and growth if possible)

¹ Please see http://en.wikipedia.org/wiki/Elevator_pitch for more detail
In collaboration with:

Co-financed by:

2. What are the main user/customer/consumer segments in your chosen markets? Do they behave differently? What in your view are the main drivers for explaining user/customer/consumer behavior?

3. Describe what specific segments do you target (i.e. the target customers and/or end users of your products/services)? Why do think your product/service offering (this is also known as “value proposition”) addresses the needs of the chosen segments?

4. What are you main competitors? What are the main drivers for differentiation in the market you play in? What do you think is the uniqueness of your value proposition?

5. Do you have any patents / intellectual property protection over your products/services?

5. - Participation of the company in the business trip (please tick as appropriate)

In collaboration with:

Co-financed by:

Goals of your participation in the trip (Please provide as much detail as possible): 			
Why is the US market an attractive market for you? 			
Do you have any idea on where to focus in the US from a geographic perspective? 			
(*) Do you want a working agenda in the Silicon Valley area to be organized for you? (Please tick as appropriate)	YES	<input type="checkbox"/>	NO

(*) The organization offers you the possibility to contact companies and institutions of the destination country based on an agenda of contacts provided by our consultant, in accordance to the information given by your company through this document, the catalogues of the company (if possible in English) and any added information.

The two-way contacts will be established according to the planned calendar and timing. If you need time for your own agenda or to visit a company, please kindly inform the organization as soon as possible.

Please fill in section 6 (working agenda section), in as much detail as possible, **only in the case that you have answered YES I WANT TO HAVE A WORKING AGENDA TO BE ORGANIZED FOR ME** (in order to prepare your contacts as accurate to your goals as possible).

In collaboration with:

Co-financed by:

6. - Working agenda section

Direct competitors of the company at international level (both national and international companies):

Company	Country of Origin
1.	
2.	
3.	
4.	
5.	
6.	

What are, in your view, the strengths and weaknesses of your company when compared to its competitors with regards to: product, price, distribution, marketing, etc.

Describe in as much detail as possible the channel mix defined to reach your end customer/consumer

Please explain concisely what is your planned business model for the US (sources of revenue, cost structure, customer needs addressed, main drivers for differentiation, etc.)

In collaboration with:

Co-financed by:

Contacts already established in the US

Please indicate what contacts has your company previously made in the USA: Representation, distributor, etc. (Please specify your contacts as completely as possible)

Are you planning to meet any of these contacts during the trip? If so, which ones?

Are there any specific companies that you would like to meet with, please provide a short rationale for each of them

In collaboration with:

Co-financed by:

Please indicate the companies you DO NOT WANT to have appointment with during the trip (if any)

Please provide any additional information/comments you may considered relevant

The company requests its participation to the Technological and Innovation Bridge to Silicon Valley and accepts the general conditions of the participation.

Date, signature and stamp of the company

Autorizo a la Cambra y a Barcelona Activa a enviarme comunicaciones por correo electrónico.

Los datos que se le solicitan son necesarios para poder participar en la misión comercial, se incluirán en nuestras bases de datos y se enviarán a países que no disponen de una normativa de protección de datos equivalente a la española.

De acuerdo con la Ley Orgánica 15/1999, de 13 de diciembre, de Protección de Datos de Carácter Personal, puede ejercitar los derechos de oposición, acceso, rectificación y cancelación de datos. Asimismo, de acuerdo con la Ley 34/2002, puede revocar el consentimiento prestado a la recepción de comunicaciones electrónicas. En caso de duda y para ejercer los derechos mencionados puede dirigirse a la Cambra mediante correo electrónico atencionalclient@cambrabcn.org, fax 934 169 301, o correo postal Av. Diagonal, 452 08006 Barcelona, y a Barcelona Activa SPM SA por correo postal a c/Llacuna 162-164, 08018 Barcelona.

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Co-financed by: