

SURVEY 1

Company name: _____

Name product: _____
(if applicable)

Sir/madam (please circle)

Name entrepreneur: _____

Company address: _____

Postal code + city: _____

Country: _____

Telephone number: _____

E-mailaddress/website: _____

Chamber of Commerce number: _____

To give the jury a clear idea of how your company has been set up and how it operates, we kindly ask you to explain the below mentioned subjects creatively and elaborately. The questions asked are examples / guidelines to use, while filling out the survey. Please don't limit yourself to the example questions, but think about other interesting facts that you can share with the jury.

The way of outlining your company, as well as the content of it, is of high importance to the jury. A complete description is expected. Please take into consideration that written information must be well readable. Adding the company name on each page is highly appreciated.

Thank you and good luck!

Secretariat Columbus Trophy

Maarten Maijs
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+31 6 347 400 41

1

The company

- Give a clear description of your company, product or service.
Some guidelines;
 - Why did you start the business?
 - What is the story behind your product or service, and behind you as entrepreneur?
 - What are the Unique Selling Points of your product / service?
 - Have you redesigned an existing product / service, or have you set up a completely new product / service?

Company name: _____

2

2

Marketing methods

- Give a clear description of the marketing of your product / service.
 - How do you market your product / service?
 - What is the target group, who is the end user?
 - Which marketing strategies do you use, and why?
 - What are your short-, middle- and long term marketing objectives?
 - Have you implemented a marketing/communication plan?
 - Do you use social media marketing? If yes, what, why and how?

3

Perseverance

- Give examples, related to the business, where you showed perseverance. How do you deal with challenging situations?
- Which difficulties have you experienced while setting up and running your business, and how did you handle them?
- Have you ever considered to stop running your business?

4

Degree of creativity and innovation

- Which aspects of your company can be seen as highly creative or innovative? Why?
- Which innovative or creative plans do you have for the future – what can we expect of you?

5

Promotion materials

We kindly ask you to send us promotion materials (in case you have not done so far), together with the completed forms. Do not forget that samples, brochures and other materials will support the judging!

Truthfully filled out by: _____

Place: _____ Date: _____

Signature: _____

Thank you for filling out Survey 1! After the judging, a top 8 of finalists is elected by the jury. This top 8 will receive Survey 2, which consists of questions about:

- Internal organization
- HR policies
- Financial data
- Perseverance
- Creativity & innovation

Besides filling out Survey 2, the top 8 finalists will give a presentation to the jury members on Friday August 26th 2016 in Maastricht, the Netherlands.

The submission deadline for survey 1, the registration form and the promotion materials is wednesday June 1st 2016. The documents can be sent to the address below:

Secretariaat Columbus Trophy
Att. Maarten Maijs
E: info@columbustrophy.eu

Company name: _____