



# Ideas collection sheet






# What kind of ideas we're interested in?

We want to be traveling partners of people who have the goal of making the world a better place. And to do it through their own ideas and work.

The start-ups ideas that we want to help to born and grow are not just any other company, but projects with a purpose, an ambition and an urgency: to have a positive impact on all the stakeholders involved in the project.

The creative ideas that interest us are sustainable, because they are based on a "genetically" innovative assumption: the main objective of economic action is the creation of social value, that is, to promote development that respects the environment and the fundamental rights of people.




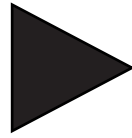


# Social and cultural innovation

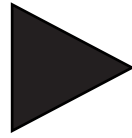
Social and cultural innovation is that kind of innovation capable of enhancing the dimensions of social inclusion and cohesion as elements characterizing a new form of development.

It could be a new process, product, service, activity, promoted by businesses, organizations, citizens, which contributes to promoting social cohesion and strengthening the competitiveness of the economic system.

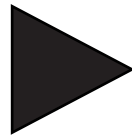




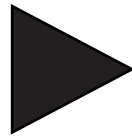
**Who**



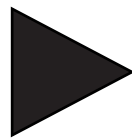
**Why**



**What**



**Where**




**How**





# Who

Entrepreneur/team profile  
(short bio, people involved)





# Why

Social and/or cultural urgency to be addressed

Personal expectations





# What

**Concept.** What project do you want to develop? (Summary of the idea)


**Impact.** What benefit for the community and the public?

**Reference market.** Who are the customers-users-beneficiaries of the project?

**Market benchmarks.** Who are the main competitors?

**Competitive advantage.** What is different from what already exists?

**Scalability.** What would need to be done to replicate the idea on a national scale or abroad?






# Where

Place of production / implementation

Territorial area of reference (local, regional, national, European market?)







# How

**Corporate form.** Do you have preferences for a profit or non-profit activity? And with what corporate form?

**Professional resources available.** Partners? Partnerships?

**Economic resources available**

**Business Plan.** Do you have a draft? (investments, fixed and variable costs, sources of revenue, etc.)

**Marketing plan.** Is there a marketing strategy? (price, distribution channels, commercial activity)

**Intellectual property.** How to protect your idea?

**Desired quantitative results.** How many goods/services/activities do you want to produce? How many customers? How many people employed?





# You and Vectorealism

How did you hear about Vectorealism?

What is Vectorealism for you?

What do you expect from Vectorealism?

