Application Template

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When you’re ready to submit your application, you can submit it using the link below: <https://form.typeform.com/to/YDJxxQ7o>

# Application questions

*Please also note that question responses must be fewer than 250 words so keep your answers clear and concise.*

**\*1. Please tell us the name of your product.**

Please note: If you are entering multiple products, you will need to fill out separate applications for each which will require individual email addresses.

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**\*2. Are you an emerging SUPPLIER or a START-UP?** (choose 1 option)

* Emerging Supplier: You have registered as a vendor with New World and might be selling in a few New World stores
* Start-up: You are in the early stages of trading your product but have not yet ranged your product in New World

*JUDGING CRITERIA: There is no scoring attached to this question.*

**\*3. Which city/region are you based in?**

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*JUDGING CRITERIA: There is no scoring attached to this question.*

**\*4. Tell us more about your product.**

Think about the feasibility of your product including formulation, manufacturing, supply chain, and distribution.

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*JUDGING CRITERIA: We are looking for products that represent innovation in their category, are on-trend with changing consumer preferences, and have high sales potential.*

**\*5. Are you currently selling your product?** (choose 1 option)

* Yes
* No

*JUDGING CRITERIA: Unless the product attributes or application is absolutely standout, FoodStarter will lean towards applicants who are currently selling their product.*

**\*6. If you are currently selling your product, please tell us where?** (e.g. farmers markets, retail locations, supermarkets, online, etc.)

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*JUDGING CRITERIA: There is no scoring attached to this question.*

**\*7. What is the annual turnover from the sales of this product?** (choose 1 option)

* < $40,000
* Between $40,000 and $100,000
* Between $100,000 and $200,000
* > $200,000

*JUDGING CRITERIA: None. This is for information purposes only as a rough gauge of the product’s success so far and as a benchmark against which we can measure your future success should we end up working together.*

**\*8. What Category do you see your product sitting in?** (choose 1 option)

* Fresh
* Frozen
* Chilled
* Beverage
* Deli
* Grocery
* Bakery
* Health & Beauty
* Non-food

*JUDGING CRITERIA: There is no scoring attached to this question. Consideration on what is currently available within categories.*

**\*9. What makes your product amazing compared to other products in your category?**

Clearly explain how your product is innovative and different from what is currently available in the category & on supermarket shelves.

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*JUDGING CRITERIA: We are looking for products that have a strong point of difference to any other product in the category.*

**\*10. Can you describe how you have you considered sustainability in any aspect of the manufacturing/packaging of your product?**

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*JUDGING CRITERIA: We are looking to see what you have already achieved in terms of making your product sustainable and/or if there’s opportunity to improve*

**\*11. To what extent does your product showcase a match between consumer and market and does it address a consumers needs in an original and authentic way?**

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*JUDGING CRITERIA: We are looking for a product that is original, marketable & has relevance across a large number of our customers*

**\*12. What considerations or actions (if any) have been taken to into account to establish the purpose-driven aspects of your brand & product?**

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*JUDGING CRITERIA: With more conscious consumers than ever, and the earth’s resources decreasing rapidly, it’s key to have an element in your product or packaging that is sustainable – or at bare minimum, not presenting any obvious environmental concerns.*

**\*13. Tell us more about your business and your vision for its future.**

Clearly explain how you would introduce your products to the market and what it would take to do so consider projected revenue, profitability, and growth, taking competition and substitutes into consideration. Also outlining ways you work to create a sustainable business

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*JUDGING CRITERIA: We are looking for company founders and entrepreneurs who are ambitious and have the focus and determination to succeed in the retail non-food, food and beverage sector.*

**\*14. How would you describe your online and social presence?**

*JUDGING CRITERIA: This is for informational purposes only*

**\*15. If you win, getting your product to market will take time, money and commitment - tell us more about your commitment to making this prize package work.**

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*JUDGING CRITERIA: We want to be sure you’re committed and have the resources and capability to succeed.*

**\*16. The expertise on offer to get the winning product to market is Auckland-based. If you win, are you in a position to be in Auckland (or travel to when required) to take full advantage of this?** (choose 1 option)

* Yes
* No

*JUDGING CRITERIA: If you are unable to take full advantage of the prize package, then it is unlikely that this competition is for you.*

**\*17. Please tell us a bit about yourself, your dreams, and why you think you should win.**

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*JUDGING CRITERIA: We want to get to know you and get a feeling for your ambition and your passion for your product.*

**\*18. Where did you first hear about Foodstuffs Emerge?**

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*JUDGING CRITERIA: This is for informational purposes only*