



YOUNG LEADER AWARD 2024

FAQ

A. APPLICATION PROCESS

1. When is the application deadline?

Applications close at 23:59PM CET on January 31st, 2024. No applications will be accepted after this deadline.

2. How do I apply to the award?

Please apply for the award by submitting your application at <http://apply.redclubcartier.com/submit> or by visiting www.redclubcartier.com and following the relevant links. The application is divided in two different forms:

- A registration form, that includes basic information about you and your business as well as a short questionnaire on eligibility.
- If you are eligible to this award, a full application form link will be sent to you via our third-party platform Submittable. Please note that we will only accept submissions that have completed both registration and – if you are eligible – the full application form before the end of the call for applications.

3. Can I send my application by mail?

You cannot send your application by mail. Only online applications submitted through the application platform and received in the appropriate online format are accepted.

4. Can I send you my business plan instead?

We do not accept business plans. Only online applications submitted through the application platform and received in the appropriate online format are accepted.

5. Will I receive a confirmation that my application has reached you?

Once you submit your registration form on the online platform, you will receive an automatic confirmation email. Please make sure to safelist notification emails from the application platform we are using. Once you submit your full application form, you will be able to track your submission by accessing your Submittable account. Please make sure to submit your additional form when you are finished.

6. I started completing the form but my web page expired. What can I do?

You will need to refresh the page and possibly sign back into your account depending on your browser's settings. We recommend you save the information entered manually by clicking on "Save Draft" at the bottom of the application form if your connection is unstable or if you are planning to take a long break while filling out the form. We recommend using Google Chrome

for an optimal experience and strongly recommend that you first write out your answers in the worksheet before copy/pasting them into the form.

7. I am having trouble uploading files and attachments to my form. What can I do?

You are limited to 400MB per file and 800MB per submission. Attachments sent to us by email are not accepted. If you wish to send us a heavy file that contains multiple photos or graphs, we recommend compressing the file before uploading it to your application.

8. Can I send you samples of my product?

We do not accept product samples during the call for applications. However, you may include photos of your product or service in your application form.

9. Can I submit my application in any other language than English?

We are only able to accept applications in English. A good command of English is needed to fully benefit from the award. We require the Common European Framework of Reference Level B2 and above. This level requires an understanding of main ideas of complex text, technical discussion in business and your field of specialization, ability to interact with fluency and spontaneity with native speakers. Applicants with disabilities are encouraged to apply, and every effort will be made to include them appropriately.

10. I have already submitted my project but would like to include additional information. How should I proceed?

Once you have submitted your application, you will no longer be able to make changes. However, you may request permission from the administrator to edit your full application form if it was submitted before the last day of the call for applications period. To do so, please sign into your Submittable account, go to "My Submissions," select the submissions and click on "Edit." The request for editing can only be made once a week directly via Submittable and may take up to 2 business days to be granted. Please note that once the call for applications period has closed, we will not be granting permissions to edit.

11. I have missed the deadline of the call for applications, can I ask for an extension?

No exception on the call for applications deadline will be granted to ensure fairness to all applicants.

12. I own two businesses. Can I submit two applications?

Applicants may only enter one business.

13. I have already applied to the award in the past, but my business was not selected. May I apply again this year?

If your business was not selected in any prior edition, you may apply again this year. We consider all applicants that have been selected as winners or finalists to be ineligible for future editions.

14. I have already applied to other Cartier Award in the past and my business was selected. May I apply again this year?

If your business was selected in any other Cartier Award, you are considered ineligible for the Young Leader Award.

15. I have applied to other Cartier Award, and I am currently undertaking the selection process. May I apply to the Young Leader Award?

If you are currently in the selection process for another Cartier Award, you may not apply for this edition of the Young Leader Award.

16. Is my information confidential?

The information you provide in your application will be available to third-party organizations in charge of:

- Managing the online application platform
- Reviewing and evaluating your application
- Supporting you and your business as part of the Awardee package

Please note that they all sign our Non-Disclosure Agreement. However, if you believe some information might be too sensitive (because of a pending patent for example), we advise that you get legal advice first.

17. When will I know if I am selected?

Applicants will be notified of their application status by April 31st, 2024. The finalists will be announced in Spring 2024 (exact date TBC), and the winner will be announced during our ceremony tentatively in September 2024.

B. ELIGIBILITY CRITERIA

1. Which are the eligibility criteria to apply to the Young Leader Award?

To apply to the Young Leader Award, the candidates will have to comply with the following eligibility criteria

- Aged 20 – 40 years old -by 31 December 2023-
- Leaders of profit and not-for-profit organizations
- Entities in their early or growth stage (1 to 7 years of license)
- User traction (min. 5'000 users) or fundraising (min. 1M USD) or revenue (min. USD 500'000 since inception)
- English proficiency
- Comply with the theme “Tech for Sustainable future”

2. What do you mean by ‘early or growth stage’?

Early stage means the business should have a proven business model and be in the initial phase of its development and growth (between 1 to 7 years of licensed/registered operations on 31 December 2023, meaning registration date needs to be between 1 January 2017 and 31 December 2022). Companies must be majority owned by founders and employees at the time of application.

3. What is a business aligned with the theme “Tech for a sustainable future”?

A business aligned with the theme “Tech for a sustainable future” is a business that provides tech-driven solutions to shape the future of people and planet in a sustainable way for a better world.

4. I am not the sole founder of my company and have a business partner: can I apply?

We accept applications from businesses that are headed by several cofounders. However, only one representative of the business may be selected as the award is individual.

5. My business is set up as a spin-off, subsidiary, or franchise for an existing company. Am I eligible?

No. Your project must be an original business creation, conceived of by the team; a completely new concept, meaning it cannot be a buy-back, offshoot, subsidiary, or franchise of an existing concept.

6. I have no team members at this point. Can I apply?

Yes, you may apply if you comply with the eligibility criteria.

7. My business has been set up as a sole proprietorship. May I apply ?

We do not accept sole proprietorships in which there is no legal distinction between the owner and the business entity. We focus on businesses that are looking to grow and scale in the future.

8. I was selected as a winner for a prior edition of a Cartier Award (including the Young Leader Award). May I apply again?

Businesses that have formerly participated in the Award, or any other Cartier entrepreneurship programs, are not authorized to apply to the Award a second time and will be automatically rejected. Furthermore, any prior Cartier entrepreneurship program awardees are not authorized to apply to the Award a second time and will be automatically rejected. Additionally, if you are currently in the selection process for another Cartier Award, you may not apply for this edition of the Young Leader Award.

9. I registered my business over 1 year ago, but it has been generating little to no revenue. May I apply?

You may apply if you comply with the eligibility criteria for the Young Leader Award. If your business is not yet mature, we would recommend waiting for a next edition of the Award, as the Award looks for entrepreneurs with sufficient traction and fundraising.

C. FELLOWSHIP

10. What happens if I become a Young Leader Award Finalist?

As a Young Leader Award Finalist, you will be invited to the Young Leader Award Ceremony, where the winner will be announced. This ceremony will additionally bring you the opportunity to interact and meet Cartier and RED CLUB x Cartier key actors and stakeholders. As a Young Leader Award Finalist, you will also become part of the “RED CLUB Friends and Family”: an extended network of people around the RED CLUB x Cartier project that will allow you to expand your circle of influence and connect with a unique community.

All the 4 finalists will receive a financial grant (50,000 EUR for the winner of the award and 10,000 EUR for the other 3 finalists).

11. What happens if I win the Young Leader Award?

If you are proclaimed winner of the Young Leader Award, on top of receiving a grant of 50,000 EUR, you will also benefit from a tailor-made mentorship programme conducted by the university partners. The mentorship programme aims to develop and boost your skills and knowledge to help you grow your business to the next level.

12. Will I become a RED CLUB Member if I win the Young Leader Award?

Two Communities – One Circle

The Young Leader Award and the RED CLUB Communities are two different populations with two different objectives. By becoming Young Leader Award winner or finalist, you will not become a RED CLUB Member, but you will have the opportunity to meet and know better this vibrant community and form together one same “circle.” In addition, the RED CLUB Members will participate in the winner’s mentorship programme by providing access to interesting profiles and networking opportunities.

13. What does “tailor-made mentorship programme” mean?

“Tailor-made mentorship programme” means that there will be no set generic course that will be offered to you when winning the Young Leader Award. On the contrary, we will review with you your aspirations and goals and we will design, together with the University Partners, a mentorship programme specifically made-to-measure that aims to meet your needs.

D. OTHER

1. My project was not selected. Why?

Unfortunately, due to the volume of applications we receive, we do not discuss applications before, during or after the application period. The RED CLUB x Cartier’s decision is considered definitive and irrevocable.

2. Are there limits on how you can spend the grant?

The RED CLUB x Cartier does not dictate how the grant is spent but does expect the Awardee and the Finalists to be responsible and to comply with the relevant local regulations when spending the grant.

3. Is the grant subject to taxation?

It may be subject to local taxation. Payment of all and any taxes in relation to the grant is the sole responsibility of the Young Leader Award finalists and/or Awardee.

4. Will the grant be transferred to my personal bank account?

Grants will be transferred to the business bank account of the Awardee as the intention of the grant is to help the business grow.

5. I have an additional question that has not been replied to in this FAQ, how can I communicate with you?

You may send us an email with your question to redclub@cartier.com