

João Cordeiro Award - Innovation in Pharmacy

Application

1. Project name

- Max 50 characters

2. Executive Summary of the project

- Covering all the components (from number 3 to 12)
- Max 3500 characters

3. Project background and characterization of the problem to solve

- What problem/difficulty/challenge does the project intend to address/mitigate? What is its dimension? What is the identified market opportunity?
- Max 1500 characters

4. Identification of competing solutions

- To what extent is the identified problem currently minimized by other solutions in the market? What are the main competitors?
- Max 600 characters

5. Proposed solution

- How do you characterize the solution that the project aims to implement? How will it address/minimize the identified problem?
- Max 1000 characters

6. Innovative features of the project

- In which way can the proposed solution be considered an innovative one compared to others in the market? How will it be differentiated and what are the additional benefits? What is the competitive advantage of this solution in the markets where it intends to compete? In which specific factors are the solution's innovation and advantages based on?
- Max 1000 characters

7. Value added for pharmacies

- What is the practical impact of the project on pharmacy's efficiency, effectiveness and productivity? How does it materialize day by day?
- Max 600 characters

8. Project integration in the market

- How does the solution integrate the operation of pharmacies? How does its development contribute to a comprehensive innovation strategy in pharmacy?
- Max 400 characters

9. Business model & financial projections

- What is the solution's value proposition? Who are the customers and how will they access it? How are revenues generated? What are the main costs? How do you assess the financing needs and the project's EBIT to 5 years? (Attach Business Plan)
- Max 1000 characters

10. Implementation roadmap

- What are the main activities and deadlines for the solution's implementation? What are the necessary resources (human, technological, organizational, financial)?
- Max 600 characters

11. Critical success factors & risks

- What are the aspects that have to be guaranteed in order to achieve the proposed results? What are the risks that can jeopardize the project? How do you mitigate them?
- Max 600 characters

12. Project's sponsors

- Who are the project's founders? What are their roles? What is their academic background and professional experience? What have they achieved yet? To what extent do their skills fit the project's needs?
- Max 200 characters per Sponsor