

December 3 2002 Zurich



Ericsson

Mobile Application Awards 2002

**Print this document out as a reference but remember that all entries must be submitted online at <http://more.ericsson.de/>**

**\* = mandatory fields**

### General Company and Contact Information

Company Name: \*

Address 1: \*

Address 2: \*

ZIP / City: \*

Country: \*

Contact Person: \*

Function / Job Title: \*

Phone Number: \*

Mobile Phone Number:

Email Address: \*

Website URL: \*

Describe your company and its principal activities (max. 100 words) \*

How many employees do you currently have? \*

Who are your key employees? Please provide name, age and experience to date.

### General

1. When selected as a finalist, can you be present in Zurich to do a live presentation in Zurich on December 3rd, 2002? \* (Note: We can accept only entries that are shown live at the Awards ceremony on December 3)

- a. Yes
- b. No

2. Is your application market ready? \*

- a. Yes. If already launched, when? \_\_\_\_\_
- b. No. How many months will it take until market launch? \_\_\_\_\_

3. For what category do you apply for? \*

- a. Best Entertainment Application (other than Gaming)
- b. Best Gaming Application
- c. Best Corporate Solution
- d. Best Information Service

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### **Application Profile**

4. What is the name of your application? \*
5. Describe briefly your application/solution, highlighting the key feature(s) (max. 100 words) \*
6. What are the top three end user benefits of your application? (max. 100 words) \*
7. What are the benefits to the operator or service provider? (max. 100 words) \*
8. Please provide a short, technical description of your application (max. 100 words) \*
9. Please indicate which mobile technology / enabler your application utilises (multiple selections are possible) \*
  - a. GSM Circuit Switched
  - b. GPRS
  - c. 3G / W-CDMA / UMTS
  - d. Voice
  - e. SMS
  - f. MMS
  - g. Java
  - h. WAP
  - i. I-Mode
  - j. Other, please specify
10. Please submit a web link (URL) to a demonstration in the field below.

### **The Market around your Application**

11. How big is your market (in EURO)? \*
12. Does the application fit with customer demand already defined in a market (or other) research? Please advise which research you referred to, if any (max. 100 words)
13. Who are your top competitors? \*
14. What is your pricing strategy and your revenue model? (max. 100 words) \*
15. What is your distribution plan? (max. 100 words) \*
16. What is your promotional plan? (max. 100 words) \*

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17. What segment does your application/solution best target? (multiple selections are possible) \*

- a. Corporate organizations
- b. SME (Small to Medium Enterprises)
- c. Personal / consumer usage
- d. Machine-To-Machine
- e. Others, please specify

18. List your current customers (if any). How much revenue will these customers generate for your application this year?

19. What is your sales forecast for the submitted application (in EURO)?

2003:

2004:

#### **Other**

20. What are you looking for? (Funding, people, partners, customers, operators, suppliers, etc.)

21. Who would be your ideal strategic partner(s)? \*

22. Please add any additional information you would like to provide.

22a. You may also attach one file in Microsoft Powerpoint oder Adobe Acrobat Format (maximum 3 pages / 3MB).

23. Do you agree with the terms and conditions of this competition? \* Please note: Only entrants agreeing to the competition terms and conditions will be accepted.

- a. Yes.
- b. No.

#### **A little survey**

(will not be considered in the evaluation process)

24. If selected as a finalist, would you also join for the Operator and VC Matchmaking session on December 4th, 2002?

- a. Yes
- b. No

25. Who would you like to meet during the Matchmaking session?

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- a. Network Operators
- b. VCs

26. What has been the main obstacle so far in marketing your application? (one selection only)

- a. No obstacles
- b. Technical issue (missing bandwidth, roaming etc.)
- c. Missing financial strength for development and/or marketing activities
- d. Missing contacts to operators
- e. Unattractive revenue sharing model from operators
- f. Missing demand from end user
- g. Right handsets not available
- h. Others, please specify \_\_\_\_\_

27. What in your opinion should the network operator do to improve time-to-market for new mobile applications? (one selection only)

- a. Nothing, everything o.k.
- b. More attractive revenue model
- c. Adopt portal strategy to needs of Content Providers/Application Developers
- d. Support marketing activities
- e. Faster 3G network roll out
- f. Others, please specify \_\_\_\_\_

28. What are your key requirements for handsets launched in the next two years? (multiple selections are possible)

- a. Color screen
- b. Built-in / attachable camera
- c. Java
- d. Infrared
- e. Bluetooth
- f. Tri-Band
- g. MMS
- h. Streaming
- i. GPRS
- j. HSCSD
- k. Attractive Price
- l. PDA functions included
- m. Others, please specify \_\_\_\_\_

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29. What kind of applications/content are in demand **at the moment** on the market/by operators? (multiple selections are possible)

- a. Gaming
- b. Adult Entertainment
- c. Entertainment (other than Gaming and Adult Entertainment)
- d. Messaging
- e. Corporate Solutions
- f. Telematics
- g. Information services
- h. Location Based Services
- i. Others, please specify \_\_\_\_\_

30. What kind of applications/content are in demand **within the next 12 months** on the market/by operators? (multiple selections are possible)

- a. Gaming
- b. Adult Entertainment
- c. Entertainment (other than Gaming and Adult Entertainment)
- d. Messaging
- e. Corporate Solutions
- f. Telematics
- g. Information services
- h. Location Based Services
- i. Others, please specify \_\_\_\_\_

31. How do you rate the demand dynamics for mobile applications within the next 12 months?

- a. heavily increasing
- b. moderately increasing
- c. stable
- d. moderately decreasing
- e. heavily decreasing

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