**Project proposal**

**6th Call for Proposals Under the SIGMA Programme - Sub-Objective 1: Support for the Commercialisation of R&D&I+**

**TQ130XXXXX**

**Title of proposal:**

**Acronym of proposal:**

**Main applicant: (Czech Republic)**

| **Notification:**  Please **follow the structure** of this template when preparing your project proposal.  **Page limit:** The cover page, and sections 1, 2 and 3, together must not be longer than **10 pages**. If the range is exceeded, the project **proposal will not be accepted** into the call for proposals.  The recommended minimum font size allowed is 10 points. The page size is A4, and it is recommended 15 mm of all margins (top, bottom, left, right) - not including any footers or headers.  **The blue text serves as an instruction. You may delete it in the final version of your proposal.** |
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**Content**

[**Executive summary**](https://docs.google.com/document/d/1FKIGmIeiwGyhrrsAHvnCrv0CaX8A9Utl/edit#heading=h.gjdgxs)[2](https://docs.google.com/document/d/1FKIGmIeiwGyhrrsAHvnCrv0CaX8A9Utl/edit#heading=h.gjdgxs)

[**1. Excellence**](https://docs.google.com/document/d/1FKIGmIeiwGyhrrsAHvnCrv0CaX8A9Utl/edit#heading=h.30j0zll)[2](https://docs.google.com/document/d/1FKIGmIeiwGyhrrsAHvnCrv0CaX8A9Utl/edit#heading=h.30j0zll)

[1.1 Objectives](https://docs.google.com/document/d/1FKIGmIeiwGyhrrsAHvnCrv0CaX8A9Utl/edit#heading=h.1fob9te) [2](https://docs.google.com/document/d/1FKIGmIeiwGyhrrsAHvnCrv0CaX8A9Utl/edit#heading=h.1fob9te)

[1.2 Differentiation from similar projects](https://docs.google.com/document/d/1FKIGmIeiwGyhrrsAHvnCrv0CaX8A9Utl/edit#heading=h.2et92p0) [2](https://docs.google.com/document/d/1FKIGmIeiwGyhrrsAHvnCrv0CaX8A9Utl/edit#heading=h.2et92p0)

[**2. Impact**](https://docs.google.com/document/d/1FKIGmIeiwGyhrrsAHvnCrv0CaX8A9Utl/edit#heading=h.tyjcwt)[3](https://docs.google.com/document/d/1FKIGmIeiwGyhrrsAHvnCrv0CaX8A9Utl/edit#heading=h.tyjcwt)

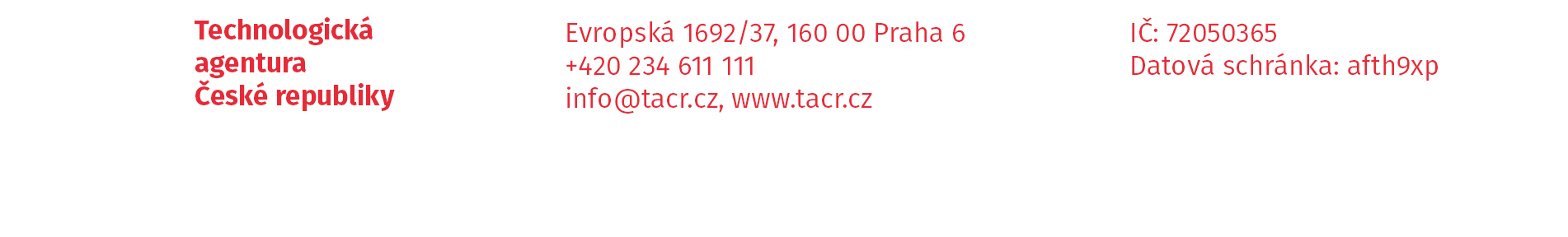
[2.1 Expected Impacts](https://docs.google.com/document/d/1FKIGmIeiwGyhrrsAHvnCrv0CaX8A9Utl/edit#heading=h.3dy6vkm) [3](https://docs.google.com/document/d/1FKIGmIeiwGyhrrsAHvnCrv0CaX8A9Utl/edit#heading=h.3dy6vkm)

[2.2 Measures to maximise impact](https://docs.google.com/document/d/1FKIGmIeiwGyhrrsAHvnCrv0CaX8A9Utl/edit#heading=h.1t3h5sf) [3](https://docs.google.com/document/d/1FKIGmIeiwGyhrrsAHvnCrv0CaX8A9Utl/edit#heading=h.1t3h5sf)

[**3. Implementation**](https://docs.google.com/document/d/1FKIGmIeiwGyhrrsAHvnCrv0CaX8A9Utl/edit#heading=h.4d34og8)[4](https://docs.google.com/document/d/1FKIGmIeiwGyhrrsAHvnCrv0CaX8A9Utl/edit#heading=h.4d34og8)

[3.1 Work plan – Work package and deliverable](https://docs.google.com/document/d/1FKIGmIeiwGyhrrsAHvnCrv0CaX8A9Utl/edit#heading=h.2s8eyo1) [4](https://docs.google.com/document/d/1FKIGmIeiwGyhrrsAHvnCrv0CaX8A9Utl/edit#heading=h.2s8eyo1)

[3.1.1 Work package description of the Feasibility Study](https://docs.google.com/document/d/1FKIGmIeiwGyhrrsAHvnCrv0CaX8A9Utl/edit#heading=h.17dp8vu) [4](https://docs.google.com/document/d/1FKIGmIeiwGyhrrsAHvnCrv0CaX8A9Utl/edit#heading=h.17dp8vu)

[3.2 Management structure and Project team as a whole](https://docs.google.com/document/d/1FKIGmIeiwGyhrrsAHvnCrv0CaX8A9Utl/edit#heading=h.35nkun2) [4](https://docs.google.com/document/d/1FKIGmIeiwGyhrrsAHvnCrv0CaX8A9Utl/edit#heading=h.35nkun2)

**Executive summary**

Describe the key benefits of the project in a very short summary. Describe your situation, solution and commercialization plan. Please be as concrete as you can and avoid general description.



**1. Excellence**

Applicants are expected to address the points relevant to their overall innovation project. They should clearly explain which aspects will be further explored in the feasibility study.



**1.1 Objectives**

Describe:

* the objectives of your innovation project and your the subsequent expected outcome,
* the problem (industrial/economic/social) to be solved and/or business opportunity you intend to address; why it is actual.
* the specific objectives for the feasibility study and for the business plan, which should be clear, measurable, realistic and achievable within the project.
* the current stage of development of the innovation and mention key milestones that led to the current stage (e.g. prototype, field trials, pilot studies with intended end-users and/or potential clients).
* where your business project is situated in the spectrum from ‘idea to application’, or from ‘lab to market’. At the beginning of the project your technology must be at least validated in the lab. At the end of the project it must be at least validated in a relevant environment.
* describe approach and methodology and activities linked to assess the technological/technical/practical feasibility and economic viability (e.g. market studies, customer survey, etc.).

**1.2 Differentiation from similar projects**

Applicant are obliged to indicate (especially where there are identical key persons in research teams, and the same fields are being addressed) their own:

* **completed projects**, if the planned outputs/results constitute their follow-up and to describe this link,
* **currently running related projects** and to describe the differences between those projects and the project proposal submitted to this call,
* **project proposals submitted simultaneously to this or other calls**, where the simultaneous selection for funding **would not lead** to double funding. In that case, differences between those projects need to be described,
* **project proposals submitted simultaneously to this or other calls**, where the simultaneous selection for funding **would lead** to double funding. In that case it must be stated that only one project contract will be concluded, and this commitment must be adhered to.

If there are no such projects from which you would need to differentiate your proposal, please state this explicitly.

**2. Impact**

Applicants are expected to address the points relevant to their overall innovation project and to provide information available at this stage. They should clearly explain which aspects will be further explored in the feasibility study.



**2.1 Expected Impacts**

* **Users/Market/Company**

Describe:

* which user needs have been identified and will be met upon completion of the project
* the main economic benefits for the users that, compared to current state of the art, will make the users buy or invest in your innovation,
* the type of market, the market trends, planning selling points, how your project addresses European and/or global markets,
* specify the main competitors and competitive solutions.
* highlight the advantage of your (expected) solution with respect to competing solutions; how it provides more added value to potential customers, comparison with alternatives solving the same or similar problems,
* market segments for the initial introduction of the new solution, market barriers to be overcome to realise commercialization.
* the target users of the final solution; in which market segment or geographical areas do you see these potential users, and how you plan to reach them,
* the expected growth potential of your solution in terms of turnover, employment, market size, IP management, sales, return on investment and profit, etc.

**2.2 Measures to maximise impact**

Describe 2 ways how you plan to maximise your project/business impact:

1. **Dissemination and exploitation of results -**

* initial plan for full commercialisation of the project results,
* commercialisation or licensing (own or need to third parties for own commercialisation),
* estimate of the total funding requirements and approximate time to first sales/employment.

1. **Intellectual Property, knowledge protection and regulatory issues**

* explain key knowledge (IPR) items and who owns them,
* describe status and the strategy for knowledge protection,
* Are you seeing any new market opportunities through regulatory requirements? If yes, please list them, and state the plans to meet these regulatory or standard requirements.

**3. Implementation**



**3.1 Work plan – Work package and deliverable**

Please provide the project plan comprising one work package[[1]](#footnote-0) with one deliverable[[2]](#footnote-1) (i.e. elaboration of the feasibility report including a business plan).

**3.1.1 Work package description of the Feasibility Study**

* Objectives

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* Description of work (where appropriate, broken down into tasks), lead partner and role of participants

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* Feasibility report, including a business plan (brief description and month of delivery)

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**3.2 Management structure and Project team as a whole**

*The individual members of the consortium are described in section 4. PROJECT TEAM of ISTA online application. There is no need to repeat that information here.*

Describe:

* the organisational structure and the decision making for your entity,
* how will the project team match the project’s objectives?
* what missing competencies you want to acquire (including adequate representation of women and men)?

1. **Work package** means a major sub-division of the proposed project. In this call, there is only one work package describing the work to be done for the feasibility assessment. [↑](#footnote-ref-0)
2. **Deliverable** means a distinct output of the project. In this call the output is the feasibility report. [↑](#footnote-ref-1)