**Project proposal**

 **TP0402XXXX**

Title of proposal:

Acronym of proposal:

Main applicant: (Czech Republic)

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| **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 should not be longer than 10 pages. If the range is exceeded, the first 10 pages will be taken into account by the evaluator.The minimum font size allowed is 11 points. The page size is A4, and all margins (top, bottom, left, right) should be at least 15 mm (not including any footers or headers).  |

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# Executive summary

Describe the key benefits of the project in a very short summary. Describe your situation, solution and commercialization plan.

# 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.
* 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’([Technology Readiness Levels classification](https://ec.europa.eu/research/participants/data/ref/h2020/wp/2014_2015/annexes/h2020-wp1415-annex-g-trl_en.pdf))
* 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. It 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 maximize impact

Describe 2 ways how you plan to maximize 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-1) with one deliverable[[2]](#footnote-2) (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. RESEARCH TEAM. 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.
1. **Work package** means a major sub-division of the proposed project. In this call, there is only one work package decribing the work to be done for the feasibility assessment. [↑](#footnote-ref-1)
2. **Deliverable** means a distinct output of the project. In this call the output is the feasibility report. [↑](#footnote-ref-2)