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EIC Accelerator Template

17/06/2021

Version 1.2.0

Step 2 of the EIC Accelerator in Horizon Europe

Fabio Ugolini

# Version History

|  |  |  |  |
| --- | --- | --- | --- |
| Version | Date | Contributor | Description |
| 1.1.0 | 31/05/21 | Fabio Ugolini – INNOVA SRL | Document created |
| 1.1.1 | 01/06/21 | Fabio Ugolini – INNOVA SRL | Minor formatting adjustments, changed format to .docx |
| 1.2.0 | 17/06/21 | Fabio Ugolini – INNOVA SRL | Matched updates on EIC platform:  **General changes**   * Changed requirement for freedom to operate * Changed requirement for data management plan * Main stakeholder is no more part of the problem * Restructured stakeholder section   **Section 5: Market**   * Eliminated question “What is your market size” * Inserted KPIs in Willingness to Pay subsection * Added “Comment” field in Willingness to Pay subsection * Updated Risk sections to make more coherent with platform * Corrected SWOT analysis “weakness” questions   **Section 6: Preparation**   * Updated investors table in “Finance” section * Eliminated “Why can’t you do it without the EIC” from Finance subsection * Eliminated “What are your measures to ensure…” from IP subsection * Eliminated “What is your data management plan…” from IP subsection   **Other**   * Added ethics and security section |

# Disclaimer

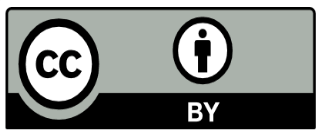
This template is to assist applicants in preparing the information for submitting their proposal for the Step 2 of the EIC Accelerator in Horizon Europe. It is not intended to replace indications given by the EIC. Please consult the [EIC guidelines](https://eic.ec.europa.eu/guide-applicants_en) before preparing your proposal. Any contradiction between official guidelines and this document obviously resolves in favor of the official guidelines. There should not be any contradiction, since I did quite a scrupulous work here, but don’t say I haven’t warned you

This document is based on the contents available on [EIC Accelerator AI-platform](https://accelerator.eismea.eu/) as of June 16th, 2021. The *blue annotations* are quasi-verbatim annotations from the platform; therefore, no credit or blame should be given to me for their (in)effectiveness at providing useful explanations

The *green annotations* are my own and you can blame me for those. The author’s view in this document do not reflect the company’s.

Please note that although I tired to match the structure of the EIC platform, some information is requested earlier that it would be on the platform itself. This is always highlighted by the sentence: “*This section appears later in the EIC platform, but it makes more sense to have it here”*

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# Introduction

This document is based on the contents available on [EIC Accelerator AI-platform](https://accelerator.eismea.eu/) as of May 26th, 2021. The *grey annotations* in this document are verbatim annotations from the EIC AI platform. The *green annotations* are my own.

The best way to use this document is to **never write outside of the active content boxes**

The full application consists in

1. A proposal submitted through the [EIC Accelerator AI-platform](https://accelerator.eismea.eu/)
2. A **Freedom to Operate analysis** OR two pages explaining as much as possible on the issue OR a statement explaining that it is not relevant
3. A **Data Management Plan** OR a one pager providing your thoughts on the underlying issues (open access to data, access of public authorities in case of emergencies) and your guiding principles
4. **Financial information** on the company ([Financial Information Template](https://accelerator.eismea.eu/staticFiles/EIC_Accelerator_Financial_Information.xlsx))
5. A **10-slides pitch deck**
6. Letters of intent (optional)
7. A 10-page annex with additional information (optional)

The application is evaluated against three criteria:

**Excellence**

* Does the innovation have a high degree of novelty compared to the State of the Art?
* Can the innovation create new markets or disrupt existing ones?
* Is the timing for the innovation right, in terms of market, user, scientific and societal trends?
* Is the innovation based on a TRL 5/6 technology?
* Has the level of risk been assessed?
* Can the company ensure Freedom to Operate and adequate IP protection?

**Impact**

* Can the innovation be scaled up?
* Does the innovation significantly impact the growth of the company?
* Does the innovation significantly impact the market?
* Are the financial needs well assessed and realistic?
* Does the innovation have, if commercialised, a broad societal, economic, environmental impact?
* Has the potential market been assessed?
* Have potential customers and end users been identified?
* Have the value proposition and unique selling points been identified?
* Is there a convincing commercialisation strategy, regulatory approval, deployment, business/revenue model?

**Level of risk, implementation, and need for Union support**

* Does the team have the skills and motivation to implement the proposal?
* Is there a plan to acquire key competences that might be missing?
* Is there a clear implementation plan with defined milestones, workpackages and deliverables?
* Is there a non-bankability and a demonstration that EIC de-risking can crowd in investors?
* Have the main risks been identified, together with the measures to mitigate them?

## EIC accelerator topics

Which EIC topic do you want to apply for?

|  |  |  |
| --- | --- | --- |
| **EIC Accelerator Open** | |  |
| **Strategic Digital and Health Technologies** | Digital Technologies |  |
| Healthcare Technologies |  |
| **Green Deal Innovations for the Economic Recovery** | Increasing the EU’s climate mitigation and/or adaptation ambition |  |
| Supplying clean, affordable and secure energy |  |
| Transitioning of industry to a clean and/or circular economy (including waste prevention and/or recycling) |  |
| Building and renovating in an energy and resource efficient way |  |
| Accelerating the shift to sustainability and smart mobility |  |
| Transition to a fair, healthy and environmentally friendly food system |  |
| Preserving and restoring ecosystem biodiversity |  |
| Realising a zero-pollution ambition and a toxic-free environment |  |

## Funding

What kind of funding are you looking for?

Blended Finance

Blended finance combines a grant component up to €2.5M financed at 70% for TRL5 to 8 activities, and an investment covering the remaining 30% and TRL 9+ activities. Total amount may be up to €17.5M. Small mid-caps can only apply for an investment component capped at €15 M and on a co-investment basis. Chose this option If you want only investment (including equity only)

Grant First

“Grant first” is for actions, deep tech in particular, for which some key validation is still needed for the applicant to commit beyond TRL 8 and on an investment. It consists of grant component up to €2.5M financed at 70%. Applicants may however request a limited investment component (other than equity) to cover the remainder of TRL 5 to 8 costs, if they do not have the related necessary resources. Whilst TRL5 to 8 activities must be fully detailed, subsequent TRL9 and market deployment activities and their budget may be loosely described. The applicants must however demonstrate that even if they cannot commit beyond TRL8, market deployment remains their ultimate goal. They must propose a milestone at mid-term or 2/3 of the project duration, in relation to missing validation, for the EIC to assess if subsequent market deployment can be realistically considered. If such assessment is negative, the EIC may terminate the project. If positive, the applicant will then have to submit complementary information on TRL9 activities and beyond, and either demonstrate it has the corresponding necessary resources and become a “grant only” action or accept an EIC investment and become a “blended finance” action.

Grant Only

Grant only consists of a grant component up to €2.5M financed at 70% for TRL5 to 8 activities. The proposed action must be equal in content, scope and level of detail to a “Blended Finance” action, except that the applicant must demonstrate that it has the resources needed to pay for the remaining TRL 5 to 8 costs and TRL 9+ activities, and that it does not need the investment component.

# Value Chain

Is it a new value chain?

Developing a new value chain is a typical indication of a market-creating innovation. If not, you may be developing an innovation that disrupts an existing market or value chain

yes

no

Justify:

Max 1000 characters

## Problem and Solution

What is the main problem of the situation?

Max 1050 characters

What do you intend to modify in 1 to 4 years in order to solve the problem?

The ecosystem: the whole product, services or process and its operational environment. E.g., the aviation ecosystem (passengers, airports, surrounding inhabitants, airlines, aircraft manufacturers, traffic management authorities, legislatiors, etc) to better manage air traffic

The system: the whole product, service or process. E.g., the engine system of an aircraft (engine, electrical wiring, pilot control, fuel tank, etc.)

The subsystem: piece of a system. E.g., the energy management subsystem consisting of a power level, gearbox, energy management software etc., which is part of the energy management system

A component: a piece of a system or subsystem. E.g., the technology brick made of the advanced reactor material

What type of solution do you have in mind?

Product  Organizational method  Other

Service  Consulting services

Process  Marketing method

What solution do you propose?

Max 1050 characters

What is your innovation?

Max 1000 characters

What is the type of your innovation?

Significant improvement of something existing

Brand new thing

Other

Justify:

Max 1000 characters

What is the level of your innovation?

Some distinct, probably minor, improvement over existing products

Innovative but could be difficult to convert customers

Obviously innovative and easily appreciated advantages to customers

Very innovatinve

Justify:

Max 1000 characters

## Target Market

What is your target market?

Max 1000 characters

The market is:

Not yet existing and it is not clear that the innovation can create it

Not yet existing but the innovation can create it (market-creating)

Emerging: there is a growing demand, and few offerings are available

Mature: the market is already supplied with many products of the type proposed

Justify:

Max 1000 characters

How will the innovation be exploited?

Introduced as new to the market (commercial exploitation)

Only new to the organisation (exploited internally)

No exploitaiton

Justify:

Max 1000 characters

## Stakeholders

Stakeholders are related in different ways to the problem and your proposed solution. Select the position of the relevant stakeholders in the global chain, and if they respond to any of the categories. NB, there must be at least one **main stakeholder**

**Supply chain: p**layers who provide inputs (e.g., raw materials, consumables, know-how, technology) to produce a product, process or service

**Value chain:** actors for whom the product, process or service represents an economic or societal interest

**Main stkhold:** primary target of your solution, usually the greatest pain or greatest expected gain, for whom your solution has most value

**Part of problem:** this stakeholder is part of the causes of the problem

**Imp. by solution**: this stakeholder is impacted by the consequences of the solution

See Value Chain Example

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| Supply chain | position | main stkhold | part of problem | imp. by solution | key partner | customer | user |
| **Assembler** | NA |  |  |  |  | No | No |
| **Commodity/goods supplier** | NA |  |  |  |  | No | No |
| **Craftman, artisan** | NA |  |  |  |  | No | No |
| **Industrial plant** | NA |  |  |  |  | No | No |
| **Large company** | NA |  |  |  |  | No | No |
| **Manufacturer** | NA |  |  |  |  | No | No |
| **Original Equipment Manufacturer (OEM)** | NA |  |  |  |  | No | No |
| **Public utility (e.g., power utility, gas utility)** | NA |  |  |  |  | No | No |
| **RD infrastructure, large infrastructure** | NA |  |  |  |  | No | No |
| **RD organisation / research lab** | NA |  |  |  |  | No | No |
| **SME** | NA |  |  |  |  | No | No |
| **Subcontractor** | NA |  |  |  |  | No | No |
| **Supplier tier 1** | NA |  |  |  |  | No | No |
| **Supplier tier 2** | NA |  |  |  |  | No | No |
| **Supplier tier 3** | NA |  |  |  |  | No | No |
| **Technology Transfer Office (TTO)** | NA |  |  |  |  | No | No |
| **Test Bed** | NA |  |  |  |  | No | No |
| **Transporter** | NA |  |  |  |  | No | No |
| Value chain | position | main stkhold | part of problem | imp. by solution | key partner | customer | user |
| **Association, federation, NGO, civil society** | NA |  |  |  |  | No | No |
| **Certification authority** | NA |  |  |  |  | No | No |
| **Chamber of commerce** | NA |  |  |  |  | No | No |
| **Citizen** | NA |  |  |  |  | No | No |
| **Competitors** | NA |  |  |  |  | No | No |
| **Consumer/client** | NA |  |  |  |  | No | No |
| **Financier (e.g., bank, business angel, venture capitalist)** | NA |  |  |  |  | No | No |
| **Higher education establishment** | NA |  |  |  |  | No | No |
| **Media** | NA |  |  |  |  | No | No |
| **Policy maker** | NA |  |  |  |  | No | No |
| **Pressure group** | NA |  |  |  |  | No | No |
| **Public authority (EU, national, regional, local authority)** | NA |  |  |  |  | No | No |
| **Regulation body** | NA |  |  |  |  | No | No |
| **Shareholders** | NA |  |  |  |  | No | No |
| **Standard organisation** | NA |  |  |  |  | No | No |
| **Trade union** | NA |  |  |  |  | No | No |

### Stakeholder 1

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| Type of stakeholder | main stkhold | part of problem | imp. by solution | key partner | customer | user |
| Choose an item. |  |  |  |  | No | No |

1. This stakeholder is part of the cause(s) of the problem

Specify how the stakeholder is part of the cause(s) of the problem:

Max 1000 characters

Explain the stakeholder’s gains or expectations:

Gains are the benefits that the stakeholder expects when using your solution. Gains are not’ simply the opposite of pains, they are aspects that encourage the users to adopt your solution

Max 1000 characters

**Importance:** Choose an item.

Explain the stakeholder’s pains or frustrations

Pain is the problem that the stakeholder intends to eliminate by using your solution

Max 1000 characters

**Importance:** Choose an item.

1. This stakeholder is impacted by the consequences of the solution

Explain the stakeholder’s gains or expectations:

Gains are the benefits that the stakeholder expects when using your solution. Gains are not’ simply the opposite of pains, they are aspects that encourage the users to adopt your solution

Max 1000 characters

**Importance:** Choose an item.

Explain the stakeholder’s pains or frustrations

Pain is the problem that the stakeholder intends to eliminate by using your solution

Max 1000 characters

**Importance:** Choose an item.

1. This stakeholder is a key partner

This section appears later in the EIC platform, but it makes more sense to have it here

Comment:

Max 1000 characters between all Key Partners combined

1. This stakeholder is not a key partner

This section appears later in the EIC platform, but it makes more sense to have it here

All stakeholders which are not “key partners” are simply “partners”

Comment:

Max 1000 characters between all non-Key Partners combined

What is their interest? To what extent they are already committed and incentivised?

Max 1000 characters between all non-Key Partners combined

### Stakeholder 2

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| Type of stakeholder | main stkhold | part of problem | imp. by solution | key partner | customer | user |
| Choose an item. |  |  |  |  | No | No |

1. This stakeholder is part of the cause(s) of the problem

Specify how the stakeholder is part of the cause(s) of the problem:

Max 1000 characters

Explain the stakeholder’s gains or expectations:

Gains are the benefits that the stakeholder expects when using your solution. Gains are not’ simply the opposite of pains, they are aspects that encourage the users to adopt your solution

Max 1000 characters

**Importance:** Choose an item.

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Max 1000 characters

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**Importance:** Choose an item.

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1. This stakeholder is not a key partner

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Comment:

Max 1000 characters between all non-Key Partners combined

What is their interest? To what extent they are already committed and incentivised?

Max 1000 characters between all non-Key Partners combined

### Stakeholder 3

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| Type of stakeholder | main stkhold | part of problem | imp. by solution | key partner | customer | user |
| Choose an item. |  |  |  |  | No | No |

1. This stakeholder is part of the cause(s) of the problem

Specify how the stakeholder is part of the cause(s) of the problem:

Max 1000 characters

Explain the stakeholder’s gains or expectations:

Gains are the benefits that the stakeholder expects when using your solution. Gains are not’ simply the opposite of pains, they are aspects that encourage the users to adopt your solution

Max 1000 characters

**Importance:** Choose an item.

Explain the stakeholder’s pains or frustrations

Pain is the problem that the stakeholder intends to eliminate by using your solution

Max 1000 characters

**Importance:** Choose an item.

1. This stakeholder is impacted by the consequences of the solution

Explain the stakeholder’s gains or expectations:

Gains are the benefits that the stakeholder expects when using your solution. Gains are not’ simply the opposite of pains, they are aspects that encourage the users to adopt your solution

Max 1000 characters

**Importance:** Choose an item.

Explain the stakeholder’s pains or frustrations

Pain is the problem that the stakeholder intends to eliminate by using your solution

Max 1000 characters

**Importance:** Choose an item.

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Max 1000 characters between all Key Partners combined

1. This stakeholder is not a key partner

This section appears later in the EIC platform, but it makes more sense to have it here

All stakeholders which are not “key partners” are simply “partners”

Comment:

Max 1000 characters between all non-Key Partners combined

What is their interest? To what extent they are already committed and incentivised?

Max 1000 characters between all non-Key Partners combined

### Stakeholder 4

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| Type of stakeholder | main stkhold | part of problem | imp. by solution | key partner | customer | user |
| Choose an item. |  |  |  |  | No | No |

1. This stakeholder is part of the cause(s) of the problem

Specify how the stakeholder is part of the cause(s) of the problem:

Max 1000 characters

Explain the stakeholder’s gains or expectations:

Gains are the benefits that the stakeholder expects when using your solution. Gains are not’ simply the opposite of pains, they are aspects that encourage the users to adopt your solution

Max 1000 characters

**Importance:** Choose an item.

Explain the stakeholder’s pains or frustrations

Pain is the problem that the stakeholder intends to eliminate by using your solution

Max 1000 characters

**Importance:** Choose an item.

1. This stakeholder is impacted by the consequences of the solution

Explain the stakeholder’s gains or expectations:

Gains are the benefits that the stakeholder expects when using your solution. Gains are not’ simply the opposite of pains, they are aspects that encourage the users to adopt your solution

Max 1000 characters

**Importance:** Choose an item.

Explain the stakeholder’s pains or frustrations

Pain is the problem that the stakeholder intends to eliminate by using your solution

Max 1000 characters

**Importance:** Choose an item.

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Comment:

Max 1000 characters between all Key Partners combined

1. This stakeholder is not a key partner

This section appears later in the EIC platform, but it makes more sense to have it here

All stakeholders which are not “key partners” are simply “partners”

Comment:

Max 1000 characters between all non-Key Partners combined

What is their interest? To what extent they are already committed and incentivised?

Max 1000 characters between all non-Key Partners combined

### Stakeholder 5

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| Type of stakeholder | main stkhold | part of problem | imp. by solution | key partner | customer | user |
| Choose an item. |  |  |  |  | No | No |

1. This stakeholder is part of the cause(s) of the problem

Specify how the stakeholder is part of the cause(s) of the problem:

Max 1000 characters

Explain the stakeholder’s gains or expectations:

Gains are the benefits that the stakeholder expects when using your solution. Gains are not’ simply the opposite of pains, they are aspects that encourage the users to adopt your solution

Max 1000 characters

**Importance:** Choose an item.

Explain the stakeholder’s pains or frustrations

Pain is the problem that the stakeholder intends to eliminate by using your solution

Max 1000 characters

**Importance:** Choose an item.

1. This stakeholder is impacted by the consequences of the solution

Explain the stakeholder’s gains or expectations:

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Max 1000 characters

**Importance:** Choose an item.

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Comment:

Max 1000 characters between all non-Key Partners combined

What is their interest? To what extent they are already committed and incentivised?

Max 1000 characters between all non-Key Partners combined

### End users

This section appears later in the EIC platform, but it makes more sense to have it here

**How does the project engage end-users?** Choose an item.

Comment:

Max 1000 characters.

## Value proposition

Your Value Proposition is the reason why customers turn to your company over another. It solves your customer’s problem or satisfies your customer’s need. Each Value Proposition consists of a selected bundle of products and/or services that caters to the requirements of a specific Customer Segment.

The main stakeholder concerned is facing the problem / dissatisfaction:

You may reuse text from the Main Stakeholder subsection and from the Problem and Solution section

Max 5000 characters

To relieve his/her pain the project name aims at solution by improving expectations/gains:

You may reuse text from the Main Stakeholder subsection and from the Problem and Solution section

Max 5000 characters

What is your unique selling point?

The Unique Selling Point (USP) is what sets your solution apart from your competitors. Your USP must also provide your targeted customers a specific benefit that they obviously see attractive

Max 1000 characters

What is your unique Positioning/Place on the market?

Positioning refers to the place that a brand occupies in the minds of the customers and how it is distinguished from the products of the competitors. In order to position products or brand, companies may emphasize the distinguishing feature of their brand, or they may try to create a suitable image (inexpensive or premium, utilitarian or luxurious, entry-level or high-end) through the marketing mix

Max 1000 characters

# Function / Use cases

The function / use case satisfies the need. It is the reason why the solution was created. It must be expressed in a simple way in terms of purpose with regard to the need to be satisfied / problem to be solved, using no technical jargon and having the customer/user in mind.

Example 1: the functions (or use cases) of a smartphone may be: to make phone calls; to go on the internet; to listen to music or to geolocate, etc. The technical features of each of these functions/use cases can be made up of several subsystems or components: 1) for the "phone" function: a new telephony subsystem supporting 5G; 2) for the "internet" function: a new graphical interface with a new faster chip; 3) for the "music" function: a new, more powerful and much more compact memory capacity.

Example 2: the functions (or use cases) of medical platform specialised in specific cancers may be to facilitate predictive diagnosis and the monitoring of the efficiency of treatments. The technical features of these functions/use cases can be a new 3D Electrocardiography Imagery system and a new calculator of disease presence.Function / Use case 1[[1]](#footnote-1)

Add as many Function/ Use cases as needed. Max 5 features for Function / Use case

**Function / Use case name:** Max 100 characters

**Pains solved:** Max 100 characters

### Feature 1.1

**Feature name:** Max 100 characters

Feature description:

Describe the structure of your feature: is it one or more components? a sub-system or a system? What are its elements made of (materials, technologies, organisation, process)? How do they interact with each other?

Max 1000 characters

Existing technology/knowledge:

Identify existing technologies or knowledge that you could use to carry out your project

Max 1000 characters

Needed technology/knowledge:

Describe the technology / knowledge needed to develop the feature

Max 1000 characters

Technology/knowledge to be developed:

The technology to be developed is the technological gap that must be filled in between the current state of the art and the technology needed to deliver the solution

Max 1000 characters

According to your Technology/knowledge to be developed, what is your added value?

What is the added value of your innovation compared to the existing patents / scientific publications?

Max 1000 characters

According to your Technology/knowledge to be developed, what is your freedom-to-operate (FTO)?

Declare the concepts protected by existing patents. Make sure that you stand out from them as much as possible

Max 1000 characters

Bottlenecks:

Bottlenecks are blocking items that can be technological, scientifical, related to the market and societal

Max 1000 characters

**Difficulty to solve:** Choose an item.

### Feature 1.2

**Feature name:** Max 100 characters

Feature description:

Describe the structure of your feature: is it one or more components? a sub-system or a system? What are its elements made of (materials, technologies, organisation, process)? How do they interact with each other?

Max 1000 characters

Existing technology/knowledge:

Identify existing technologies or knowledge that you could use to carry out your project

Max 1000 characters

Needed technology/knowledge:

Describe the technology / knowledge needed to develop the feature

Max 1000 characters

Technology/knowledge to be developed:

The technology to be developed is the technological gap that must be filled in between the current state of the art and the technology needed to deliver the solution

Max 1000 characters

According to your Technology/knowledge to be developed, what is your added value?

What is the added value of your innovation compared to the existing patents / scientific publications?

Max 1000 characters

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Max 1000 characters

Bottlenecks:

Bottlenecks are blocking items that can be technological, scientifical, related to the market and societal

Max 1000 characters

**Difficulty to solve:** Choose an item.

### Feature 1.3

**Feature name:** Max 100 characters

Feature description:

Describe the structure of your feature: is it one or more components? a sub-system or a system? What are its elements made of (materials, technologies, organisation, process)? How do they interact with each other?

Max 1000 characters

Existing technology/knowledge:

Identify existing technologies or knowledge that you could use to carry out your project

Max 1000 characters

Needed technology/knowledge:

Describe the technology / knowledge needed to develop the feature

Max 1000 characters

Technology/knowledge to be developed:

The technology to be developed is the technological gap that must be filled in between the current state of the art and the technology needed to deliver the solution

Max 1000 characters

According to your Technology/knowledge to be developed, what is your added value?

What is the added value of your innovation compared to the existing patents / scientific publications?

Max 1000 characters

According to your Technology/knowledge to be developed, what is your freedom-to-operate (FTO)?

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Max 1000 characters

Bottlenecks:

Bottlenecks are blocking items that can be technological, scientifical, related to the market and societal

Max 1000 characters

**Difficulty to solve:** Choose an item.

### Feature 1.4

**Feature name:** Max 100 characters

Feature description:

Describe the structure of your feature: is it one or more components? a sub-system or a system? What are its elements made of (materials, technologies, organisation, process)? How do they interact with each other?

Max 1000 characters

Existing technology/knowledge:

Identify existing technologies or knowledge that you could use to carry out your project

Max 1000 characters

Needed technology/knowledge:

Describe the technology / knowledge needed to develop the feature

Max 1000 characters

Technology/knowledge to be developed:

The technology to be developed is the technological gap that must be filled in between the current state of the art and the technology needed to deliver the solution

Max 1000 characters

According to your Technology/knowledge to be developed, what is your added value?

What is the added value of your innovation compared to the existing patents / scientific publications?

Max 1000 characters

According to your Technology/knowledge to be developed, what is your freedom-to-operate (FTO)?

Declare the concepts protected by existing patents. Make sure that you stand out from them as much as possible

Max 1000 characters

Bottlenecks:

Bottlenecks are blocking items that can be technological, scientifical, related to the market and societal

Max 1000 characters

**Difficulty to solve:** Choose an item.

### Feature 1.5

**Feature name:** Max 100 characters

Feature description:

Describe the structure of your feature: is it one or more components? a sub-system or a system? What are its elements made of (materials, technologies, organisation, process)? How do they interact with each other?

Max 1000 characters

Existing technology/knowledge:

Identify existing technologies or knowledge that you could use to carry out your project

Max 1000 characters

Needed technology/knowledge:

Describe the technology / knowledge needed to develop the feature

Max 1000 characters

Technology/knowledge to be developed:

The technology to be developed is the technological gap that must be filled in between the current state of the art and the technology needed to deliver the solution

Max 1000 characters

According to your Technology/knowledge to be developed, what is your added value?

What is the added value of your innovation compared to the existing patents / scientific publications?

Max 1000 characters

According to your Technology/knowledge to be developed, what is your freedom-to-operate (FTO)?

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Max 1000 characters

Bottlenecks:

Bottlenecks are blocking items that can be technological, scientifical, related to the market and societal

Max 1000 characters

**Difficulty to solve:** Choose an item.

# Workplan

## Past achievements (innovation)

Indicate your Technology Readiness Level:

**Start TRL:** Choose an item.

It is not necessary to be very specific in this step. The idea is simply to declare your past achievements in general terms by following the TRL levels

Note: this table practically just asks to fit the past tasks to the correct TRL level in a GANTT chart fashion

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | **TRL** | | | | | | | | |
| **Task** | **1** | **2** | **3** | **4** | **5** | **6** | **7** | **8** | **9** |
| Paper studies of a technology's basic properties, etc. |  |  |  |  |  |  |  |  |  |
| Applied research in a field of potential interest, etc. |  |  |  |  |  |  |  |  |  |
| Analytical and laboratory-based studies to validate the “Proof-of-concept” of the applications concepts. |  |  |  |  |  |  |  |  |  |
| Relatively low-fidelity potential applications in the laboratory such as low fidelity development components, rapid prototypes, etc. |  |  |  |  |  |  |  |  |  |
| Test and demonstration of technology in simulated or actual environments |  |  |  |  |  |  |  |  |  |
| Test of prototype in a high-fidelity laboratory environment or in a simulated operational environment. |  |  |  |  |  |  |  |  |  |
| Integration and demonstration within the next level, and advanced concept technology demonstrations of integrated systems. |  |  |  |  |  |  |  |  |  |
| Developmental test and evaluation of the actual deliverable in its intended environment |  |  |  |  |  |  |  |  |  |
| Application of the technology in its final form and under mission conditions. |  |  |  |  |  |  |  |  |  |

Comment on your past technology achievements:

Max 1000 characters

## Steps to innovation

Detail the status and comment each step

1. Technology transfer

**Status:** Choose an item.

Comments:

Max 1000 characters

1. Feasibility study

**Status:** Choose an item.

Comments:

Max 1000 characters

1. Prototyping

**Status:** Choose an item.

Comments:

Max 1000 characters

1. Demonstration or testing activities

**Status:** Choose an item.

Comments:

Max 1000 characters

1. Pilot

**Status:** Choose an item.

Comments:

Max 1000 characters

1. Engagement of company business unit in research activity

**Status:** Choose an item.

Comments:

Max 1000 characters

1. Market study

**Status:** Choose an item.

Comments:

Max 1000 characters

1. Business plan

**Status:** Choose an item.

Comments:

Max 1000 characters

1. Launch start-up / spin-off

**Status:** Choose an item.

Comments:

Max 1000 characters

1. Investment from public authority (national, regional)

**Status:** Choose an item.

Comments:

Max 1000 characters

1. Capital investment (VC, Angel, other)

**Status:** Choose an item.

Comments:

Max 1000 characters

1. Other

**Status:** Choose an item.

Comments:

Max 1000 characters

## Scientific workplan

The workplan is a storytelling presenting the logical sequence of your work packages and the major deliverables of your project.

The workplan is automatically generated by the AI platform but needs to be manually revised

Scientific workplan:

Max 10 000 characters

## Workpackages

In line with EIC specifications, it is compulsory to have at least:

TRL 5-8: WP1 for technology development, WP2 for market activities and WP3 fpr management to develop your innovation activities

TRL 9+: WP4 for market activities and WP5: for management to develop your market/scale-up activities

### WP1 – Technology development (TRL 5 -> 8)

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **Name**  Max 100 characters | | | | | **Type**  Choose an item. | | **Duration**  **Start month:** N  **End month:** N |
| **Objectives** | | | | | | | |
| Max 100 characters | | | | | | | |
| **Tasks and Budget**  A task must be relative to the achievement of a specific TRL level.E. g a task assigned to TRL 6 means it is needed to achieve TRL 6.  Budget must be broken down by tasls. PM: Person months must be indicated only for category A costs. Do not declare overheads. Those are automatically calculated as 25% of the direct costs (excluded subcontracting). Add tasks and budget rows if needed | | | | | | | |
| **Task 1.1:** Max 100 characters | | | | | **Target TRL:** N | | **Development:** Component |
| **Description:** Max 1000 characters | | | | | | | |
| **Effects**:Max 100 characters | | | | | | | |
| Type of cost | Amount (€) | | PM | Description | | | |
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| **Task 1.2:** Max 100 characters | | | | | **Target TRL:** N | | **Development:** Component |
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| **Task 1.3:** Max 100 characters | | | | | **Target TRL:** N | | **Development:** Component |
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| **Effects**:Max 100 characters | | | | | | | |
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| **Task 1.4:** Max 100 characters | | | | | **Target TRL:** N | | **Development:** Component |
| **Description:** Max 1000 characters | | | | | | | |
| **Effects**:Max 100 characters | | | | | | | |
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| **Task 1.5:** Max 100 characters | | | | | **Target TRL:** N | | **Development:** Component |
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| **Effects**:Max 100 characters | | | | | | | |
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| Choose an item. | Amount (€) | | N | Max 1000 characters | | | |
| **Features focus of the WP**  Assign one or more features from the section Function / Use cases | | | | | | | |
| **Feature names:** Indicate feature names from section “Function / Use cases” | | | | | | | |
| **Deliverables**  Add deliverables if needed. Patentability information are required later in the EIC platform, but it makes more sense to have them here | | | | | | | |
| **Name:** Max 100 characters | | **Nature:** Choose | | | | **Patentable:** Choose | |
| **Dissemination:** Classified | | **Type:** Other (e.g., software, diagram) | | | | **Delivery month:** N | |
| **Innovativeness:**  Max 1000 characters | | | | | | | |
| **Potential industrial application:**  Max 1000 characters | | | | | | | |
| **Other protection measures:** Choose an item. | | | | | | | |
| **Name:** Max 100 characters | | **Name:** Max 100 characters | | | | **Name:** Max 100 characters | |
| **Dissemination:** Classified | | **Dissemination:** Classified | | | | **Dissemination:** Classified | |
| **Innovativeness:**  Max 1000 characters | | | | | | | |
| **Potential industrial application:**  Max 1000 characters | | | | | | | |
| **Other protection measures:** Choose an item. | | | | | | | |
| **Partners contributing to this workpackage**  This section appears later in the EIC platform, but it makes more sense to have it here) | | | | | | | |
| **Partner 1**: Partner name | | | | | | | |
| **Partner 2:** Partner name | | | | | | | |
| **Partner 3:** Partner name | | | | | | | |
| **Partner 4:** Partner name | | | | | | | |

### WP2 – Market activities (TRL 5 -> 8)

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **Name**  Max 100 characters | | | | | **Type**  Choose an item. | | **Duration**  **Start month:** N  **End month:** N |
| **Objectives** | | | | | | | |
| Max 100 characters | | | | | | | |
| **Tasks and Budget**  A task must be relative to the achievement of a specific TRL level.E. g a task assigned to TRL 6 means it is needed to achieve TRL 6.  Budget must be broken down by tasls. PM: Person months must be indicated only for category A costs. Do not declare overheads. Those are automatically calculated as 25% of the direct costs (excluded subcontracting). Add tasks and budget rows if needed | | | | | | | |
| **Task 2.1:** Max 100 characters | | | | | **Target TRL:** N | | **Development:** Component |
| **Description:** Max 1000 characters | | | | | | | |
| **Effects**:Max 100 characters | | | | | | | |
| Type of cost | Amount (€) | | PM | Description | | | |
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| **Task 2.2:** Max 100 characters | | | | | **Target TRL:** N | | **Development:** Component |
| **Description:** Max 1000 characters | | | | | | | |
| **Effects**:Max 100 characters | | | | | | | |
| Type of cost | Amount (€) | | PM | Description | | | |
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| **Task 2.3:** Max 100 characters | | | | | **Target TRL:** N | | **Development:** Component |
| **Description:** Max 1000 characters | | | | | | | |
| **Effects**:Max 100 characters | | | | | | | |
| Type of cost | Amount (€) | | PM | Description | | | |
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| **Task 2.4:** Max 100 characters | | | | | **Target TRL:** N | | **Development:** Component |
| **Description:** Max 1000 characters | | | | | | | |
| **Effects**:Max 100 characters | | | | | | | |
| Type of cost | Amount (€) | | PM | Description | | | |
| Choose an item. | Amount (€) | | N | Max 1000 characters | | | |
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| **Task 2.5:** Max 100 characters | | | | | **Target TRL:** N | | **Development:** Component |
| **Description:** Max 1000 characters | | | | | | | |
| **Effects**:Max 100 characters | | | | | | | |
| Type of cost | Amount (€) | | PM | Description | | | |
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| Choose an item. | Amount (€) | | N | Max 1000 characters | | | |
| **Features focus of the WP**  Assign one or more features from the section Function / Use cases | | | | | | | |
| **Feature names:** Indicate feature names from section “Function / Use cases” | | | | | | | |
| **Deliverables**  Add deliverables if needed. Patentability information are required later in the EIC platform, but it makes more sense to have them here | | | | | | | |
| **Name:** Max 100 characters | | **Nature:** Choose | | | | **Patentable:** Choose | |
| **Dissemination:** Classified | | **Type:** Other (e.g., software, diagram) | | | | **Delivery month:** N | |
| **Innovativeness:**  Max 1000 characters | | | | | | | |
| **Potential industrial application:**  Max 1000 characters | | | | | | | |
| **Other protection measures:** Choose an item. | | | | | | | |
| **Name:** Max 100 characters | | **Name:** Max 100 characters | | | | **Name:** Max 100 characters | |
| **Dissemination:** Classified | | **Dissemination:** Classified | | | | **Dissemination:** Classified | |
| **Innovativeness:**  Max 1000 characters | | | | | | | |
| **Potential industrial application:**  Max 1000 characters | | | | | | | |
| **Other protection measures:** Choose an item. | | | | | | | |
| **Partners contributing to this workpackage**  This section appears later in the EIC platform, but it makes more sense to have it here) | | | | | | | |
| **Partner 1**: Partner name | | | | | | | |
| **Partner 2:** Partner name | | | | | | | |
| **Partner 3:** Partner name | | | | | | | |
| **Partner 4:** Partner name | | | | | | | |

### WP3 – Management (TRL 5 -> 8)

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **Name**  Max 100 characters | | | | | **Type**  Choose an item. | | **Duration**  **Start month:** N  **End month:** N |
| **Objectives** | | | | | | | |
| Max 100 characters | | | | | | | |
| **Tasks and Budget**  A task must be relative to the achievement of a specific TRL level.E. g a task assigned to TRL 6 means it is needed to achieve TRL 6.  Budget must be broken down by tasls. PM: Person months must be indicated only for category A costs. Do not declare overheads. Those are automatically calculated as 25% of the direct costs (excluded subcontracting). Add tasks and budget rows if needed | | | | | | | |
| **Task 3.1:** Max 100 characters | | | | | **Target TRL:** N | | **Development:** Component |
| **Description:** Max 1000 characters | | | | | | | |
| **Effects**:Max 100 characters | | | | | | | |
| Type of cost | Amount (€) | | PM | Description | | | |
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| **Task 3.2:** Max 100 characters | | | | | **Target TRL:** N | | **Development:** Component |
| **Description:** Max 1000 characters | | | | | | | |
| **Effects**:Max 100 characters | | | | | | | |
| Type of cost | Amount (€) | | PM | Description | | | |
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| **Task 3.3:** Max 100 characters | | | | | **Target TRL:** N | | **Development:** Component |
| **Description:** Max 1000 characters | | | | | | | |
| **Effects**:Max 100 characters | | | | | | | |
| Type of cost | Amount (€) | | PM | Description | | | |
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| **Task 3.4:** Max 100 characters | | | | | **Target TRL:** N | | **Development:** Component |
| **Description:** Max 1000 characters | | | | | | | |
| **Effects**:Max 100 characters | | | | | | | |
| Type of cost | Amount (€) | | PM | Description | | | |
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| **Task 3.5:** Max 100 characters | | | | | **Target TRL:** N | | **Development:** Component |
| **Description:** Max 1000 characters | | | | | | | |
| **Effects**:Max 100 characters | | | | | | | |
| Type of cost | Amount (€) | | PM | Description | | | |
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| **Name:** Max 100 characters | | **Nature:** Choose | | | | **Patentable:** Choose | |
| **Dissemination:** Classified | | **Type:** Other (e.g., software, diagram) | | | | **Delivery month:** N | |
| **Innovativeness:**  Max 1000 characters | | | | | | | |
| **Potential industrial application:**  Max 1000 characters | | | | | | | |
| **Other protection measures:** Choose an item. | | | | | | | |
| **Name:** Max 100 characters | | **Name:** Max 100 characters | | | | **Name:** Max 100 characters | |
| **Dissemination:** Classified | | **Dissemination:** Classified | | | | **Dissemination:** Classified | |
| **Innovativeness:**  Max 1000 characters | | | | | | | |
| **Potential industrial application:**  Max 1000 characters | | | | | | | |
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| **Partner 3:** Partner name | | | | | | | |
| **Partner 4:** Partner name | | | | | | | |

### WP4 – Market activities (TRL 9+)

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **Name**  Max 100 characters | | | | | **Type**  Choose an item. | | **Duration**  **Start month:** N  **End month:** N |
| **Objectives** | | | | | | | |
| Max 100 characters | | | | | | | |
| **Tasks and Budget**  A task must be relative to the achievement of a specific TRL level.E. g a task assigned to TRL 6 means it is needed to achieve TRL 6.  Budget must be broken down by tasls. PM: Person months must be indicated only for category A costs. Do not declare overheads. Those are automatically calculated as 25% of the direct costs (excluded subcontracting). Add tasks and budget rows if needed | | | | | | | |
| **Task 4.1:** Max 100 characters | | | | | **Target TRL:** N | | **Development:** Component |
| **Description:** Max 1000 characters | | | | | | | |
| **Effects**:Max 100 characters | | | | | | | |
| Type of cost | Amount (€) | | PM | Description | | | |
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| Choose an item. | Amount (€) | | N | Max 1000 characters | | | |
| **Task 4.2:** Max 100 characters | | | | | **Target TRL:** N | | **Development:** Component |
| **Description:** Max 1000 characters | | | | | | | |
| **Effects**:Max 100 characters | | | | | | | |
| Type of cost | Amount (€) | | PM | Description | | | |
| Choose an item. | Amount (€) | | N | Max 1000 characters | | | |
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| **Task 4.3:** Max 100 characters | | | | | **Target TRL:** N | | **Development:** Component |
| **Description:** Max 1000 characters | | | | | | | |
| **Effects**:Max 100 characters | | | | | | | |
| Type of cost | Amount (€) | | PM | Description | | | |
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| **Task 4.4:** Max 100 characters | | | | | **Target TRL:** N | | **Development:** Component |
| **Description:** Max 1000 characters | | | | | | | |
| **Effects**:Max 100 characters | | | | | | | |
| Type of cost | Amount (€) | | PM | Description | | | |
| Choose an item. | Amount (€) | | N | Max 1000 characters | | | |
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| **Task 4.5:** Max 100 characters | | | | | **Target TRL:** N | | **Development:** Component |
| **Description:** Max 1000 characters | | | | | | | |
| **Effects**:Max 100 characters | | | | | | | |
| Type of cost | Amount (€) | | PM | Description | | | |
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| **Features focus of the WP**  Assign one or more features from the section Function / Use cases | | | | | | | |
| **Feature names:** Indicate feature names from section “Function / Use cases” | | | | | | | |
| **Deliverables**  Add deliverables if needed. Patentability information are required later in the EIC platform, but it makes more sense to have them here | | | | | | | |
| **Name:** Max 100 characters | | **Nature:** Choose | | | | **Patentable:** Choose | |
| **Dissemination:** Classified | | **Type:** Other (e.g., software, diagram) | | | | **Delivery month:** N | |
| **Innovativeness:**  Max 1000 characters | | | | | | | |
| **Potential industrial application:**  Max 1000 characters | | | | | | | |
| **Other protection measures:** Choose an item. | | | | | | | |
| **Name:** Max 100 characters | | **Name:** Max 100 characters | | | | **Name:** Max 100 characters | |
| **Dissemination:** Classified | | **Dissemination:** Classified | | | | **Dissemination:** Classified | |
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| **Partner 3:** Partner name | | | | | | | |
| **Partner 4:** Partner name | | | | | | | |

### WP5 – Management (TRL 9+)

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **Name**  Max 100 characters | | | | | **Type**  Choose an item. | | **Duration**  **Start month:** N  **End month:** N |
| **Objectives** | | | | | | | |
| Max 100 characters | | | | | | | |
| **Tasks and Budget**  A task must be relative to the achievement of a specific TRL level.E. g a task assigned to TRL 6 means it is needed to achieve TRL 6.  Budget must be broken down by tasls. PM: Person months must be indicated only for category A costs. Do not declare overheads. Those are automatically calculated as 25% of the direct costs (excluded subcontracting). Add tasks and budget rows if needed | | | | | | | |
| **Task 5.1:** Max 100 characters | | | | | **Target TRL:** N | | **Development:** Component |
| **Description:** Max 1000 characters | | | | | | | |
| **Effects**:Max 100 characters | | | | | | | |
| Type of cost | Amount (€) | | PM | Description | | | |
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| **Task 5.2:** Max 100 characters | | | | | **Target TRL:** N | | **Development:** Component |
| **Description:** Max 1000 characters | | | | | | | |
| **Effects**:Max 100 characters | | | | | | | |
| Type of cost | Amount (€) | | PM | Description | | | |
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| **Task 5.3:** Max 100 characters | | | | | **Target TRL:** N | | **Development:** Component |
| **Description:** Max 1000 characters | | | | | | | |
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| **Description:** Max 1000 characters | | | | | | | |
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| **Partner 3:** Partner name | | | | | | | |
| **Partner 4:** Partner name | | | | | | | |

## Milestones

*Milestones are checkpoints produced at a specific point in a task while deliverables are tasks results such as reports, studies, tests, etc. While milestones can sometimes correspond to the completion of a deliverable, the two are not necessarily linked. It is not necessary to have a milestone for every deliverable. However, the most important deliverables can be good indications of where you want to place milestones*.

### Mandatory milestones

Mandatory milestone MM7

**Name:** Max 100 characters **Achievement TRL:** 7

Max 1000 characters

Mandatory milestone MM8

**Name:** Max 100 characters **Achievement TRL:** 8

Max 1000 characters

Mandatory milestone MM9

**Name:** Max 100 characters **Achievement TRL**: 9

Max 1000 characters

### Custom milestones

Add as many custom milestones as needed

A *milestone marks an achievement in your project. So, you need to choose the deliverables you intend to deliver to validate this milestone among those you declared in your workpackages. The deliverables you will link to this milestone will determinate the expected month.*

Custom milestone CM1

Name:Max 100 characters

Max 1000 characters

Linked deliverables: Indicate the name of the deliverables validating this milestone

Custom milestone CM2

Name:Max 100 characters

Max 1000 characters

Linked deliverables: Indicate the name of the deliverables validating this milestone

Custom milestone CM3

Name:Max 100 characters

Max 1000 characters

Linked deliverables: Indicate the name of the deliverables validating this milestone

## **Team**

Add as many team members as needed

### TM1

**First name:** First name **Last name:** Last name

**Position (if leadership):** Choose an item.

**Position (if other)[[2]](#footnote-2):** Choose an item. Choose an item.

**Domains of expertise:** Insert key words separated by “;”

**Working in Workpackages:** Insert WP numbers

**Owned shares of the company:** owned shares

### TM2

**First name:** First name **Last name:** Last name

**Position (if leadership):** Choose an item.

**Position (if other):** Key opinion leader Choose an item.

**Domains of expertise:** Insert key words separated by “;”

**Working in Workpackages:** Insert WP numbers

**Owned shares of the company:** owned shares

### TM3

**First name:** First name **Last name:** Last name

**Position (if leadership):** Choose an item.

**Position (if other):** Choose an item. Choose an item.

**Domains of expertise:** Insert key words separated by “;”

**Working in Workpackages:** Insert WP numbers

**Owned shares of the company:** owned shares

### TM4

**First name:** First name **Last name:** Last name

**Position (if leadership):** Choose an item.

**Position (if other):** Choose an item. Choose an item.

**Domains of expertise:** Insert key words separated by “;”

**Working in Workpackages:** Insert WP numbers

**Owned shares of the company:** owned shares

### TM5

**First name:** First name **Last name:** Last name

**Position (if leadership):** Choose an item.

**Position (if other):** Choose an item. Choose an item.

**Domains of expertise:** Insert key words separated by “;”

**Working in Workpackages:** Insert WP numbers

**Owned shares of the company:** owned shares

### TM6

**First name:** First name **Last name:** Last name

**Position (if leadership):** Choose an item.

**Position (if other):** Choose an item. Choose an item.

**Domains of expertise:** Insert key words separated by “;”

**Working in Workpackages:** Insert WP numbers

**Owned shares of the company:** owned shares

### TM7

**First name:** First name **Last name:** Last name

**Position (if leadership):** Choose an item.

**Position (if other):** Choose an item. Choose an item.

**Domains of expertise:** Insert key words separated by “;”

**Working in Workpackages:** Insert WP numbers

**Owned shares of the company:** owned shares

### TM8

**First name:** First name **Last name:** Last name

**Position (if leadership):** Choose an item.

**Position (if other):** Choose an item. Choose an item.

**Domains of expertise:** Insert key words separated by “;”

**Working in Workpackages:** Insert WP numbers

**Owned shares of the company:** owned shares

### TM9

**First name:** First name **Last name:** Last name

**Position (if leadership):** Choose an item.

**Position (if other):** Choose an item. Choose an item.

**Domains of expertise:** Insert key words separated by “;”

**Working in Workpackages:** Insert WP numbers

**Owned shares of the company:** owned shares

### TM10

**First name:** First name **Last name:** Last name

**Position (if leadership):** Choose an item.

**Position (if other):** Choose an item. Choose an item.

**Domains of expertise:** Insert key words separated by “;”

**Working in Workpackages:** Insert WP numbers

**Owned shares of the company:** owned shares

### Team information

What is the company´s and/or founder track record?

Max 1000 characters

Highlight relevant achievements and experience of your staff members:

Projects, products, money raising, awards, grants, appearances in media, conferences, participation in accelerators, publications, members of advisory board, equipment, infrastructure, etc

Max 1000 characters

What is your ability to scale up?

Organisation, methods, processes, IT tools, etc.

Max 1000 characters

Technical/business experience of the team, including management capacity to lead a growing team:

Max 1000 characters

To which extent does your team fit in your project?

Max 1000 characters

Do you have the team you need to implement the action? Choose an item.

If not, what competencies/skills are missing and how will you acquire them?

Max 1000 characters

Are there any workforce related issues that could compromise the ability to exploit the innovation?

Max 1000 characters

How do you plan to ensure gender balance among the member of your team, including executive positions?

Max 1000 characters

# Market

## Market scoping

### Targeted market

Describe your target market:

Max 1050 characters

What is your Total Addressable Market (TAM)?

Total addressable market (TAM), or total available market, is the total market demand for a product or service calculated in annual revenue or unit sales if 100% of the available market is achieved.

Max 1000 characters

What is your Serviceable Available Market (SAM)?

The number of clients/year that you may be able to have within this market Serviceable available market (SAM) is the portion of TAM targeted and served by a company's products or services.

Max 1000 characters

What is your Serviceable Obtainable Market (SOM)?

Serviceable obtainable market (SOM), or share of market, is the percentage of SAM which is realistically reached.

Max 1000 characters

### Market growth rate

What is the CAGR (Compounded Annual Growth Rate) of your targeted market?

Compound annual growth rate (CAGR) is essentially a number that describes the rate at which an investment would have grown if it had grown the same rate every year and the profits were reinvested at the end of each year. In reality, this sort of performance is unlikely. CAGR measures how long it takes to grow from its beginning value to its final value. The CAGR formula is Compound annual growth rate = ((Ending balance/Beginning balance) ^ (1 / Number of years)) – 10/1000

Max 1000 characters

What is the Market annual growth rate?

Market Growth Rate is a measure of the extent at which the market a company operates in is growing. ù When the sales growth is greater or equal to the market growth rate then the business is said to be performing well. The company is said to be healthy and called to be in growth phase. On the other hand, when business is not doing well the sales growth will be lesser than the market growth rate in such a case the manager needs to analyse to possible reasons. The Market growth rate formula is Market growth rate = ((Current market size – Original market size) / (Original market size)) \* 100

Max 1000 characters

### Customers and users

Who cares about your innovation?

Comment about target Customers and End Users as indicated in the Stakeholders section

 Max 1050 characters

### Market segmentation

What is the segmentation of your main market?

Market segmentation is the process of dividing a broad consumer or business market, normally consisting of existing and potential customers, into sub-groups of consumers (known as segments) based on some type of shared characteristics such as shared needs, common interests, similar lifestyles, or even similar demographic profiles. Business-to-business (B2B) sellers might segment the market into different types of businesses or countries. While business-to-consumer (B2C) sellers might segment the market into demographic segments, lifestyle segments, behavioural segments, or any other meaningful segment

Max 1050 characters

### Other market Applications

Is there any other potential market application?

Please describe your technology and product development roadmap. If you are developing a generic / enabling technology, describe to which solution(s) it can potentially be applied.

Max 1000 characters

Is there any future market segment?

Max 1000 characters

## Willingness to pay

Explain why you think that there is a willingness to pay from your targeted market customers

Willingness to pay (WTP) is the maximum price at or below which a consumer will definitely buy one unit of a product. Consumer willingness to pay is a context-sensitive construct; that is, a consumer's WTP for a product depends on the concrete decision context. For example, consumers tend to be willing to pay more for a soft drink in a luxury hotel resort to a beach bar or a local retail store. Willingness to pay (WTP) is the highest price a customer will agree to, while willingness to accept (WTA) is the lowest possible price the seller (you) can afford.

Max 1000 characters

### Key factors of success

Explain for your solution and for each existing solution you identified to which extent they relieve the HIGH importance pains and satisfy the gains expected by the stakeholders of your value chain

Insert rows as needed

|  |
| --- |
| **Your solution** |
| **Pains** |
| **Pain 1:**  Pain name (copy from Stakeholder section) |
| **Approach to relieve pain:**  Max 1000 characters |
| **KPI to measure pain relief:**  Unit by time: e.g decrease of healthcare costs of 10% in 5 years. |
| **Pain 2:**  Pain name (copy from Stakeholder section) |
| **Approach to relieve pain:**  Max 1000 characters |
| **KPI to measure pain relief:**  Unit by time: e.g decrease of healthcare costs of 10% in 5 years. |
| **Pain 3:**  Pain name (copy from Stakeholder section) |
| **Approach to relieve pain:**  Max 1000 characters |
| **KPI to measure pain relief:**  Unit by time: e.g decrease of healthcare costs of 10% in 5 years. |
| **Pain 4:**  Pain name (copy from Stakeholder section) |
| **Approach to relieve pain:**  Max 1000 characters |
| **KPI to measure pain relief:**  Unit by time: e.g decrease of healthcare costs of 10% in 5 years. |
| **Gains** |
| **Gain 1:**  Gain name (copy from Stakeholder section) |
| **Approach to procure gain:**  Max 1000 characters |
| **KPI to measure gain:**  Unit by time: e.g increase in Nitrogen scavenging capacity by 5g/day. |
| **Gain 2:**  Gain name (copy from Stakeholder section) |
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| **KPI to measure gain:**  Unit by time: e.g increase in Nitrogen scavenging capacity by 5g/day. |

### Existing solutions

Repilicate table if needed

|  |
| --- |
| **Existing solution:** Name of the existing solution |
| **Pains** |
| **Pain 1:**  Pain name (copy from Stakeholder section) |
| **Approach to relieve pain:**  Max 1000 characters |
| **KPI to measure pain relief:**  Unit by time: e.g decrease of healthcare costs of 10% in 5 years. |
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| **Gain 2:**  Gain name (copy from Stakeholder section) |
| **Approach to procure gain:**  Max 1000 characters |
| **KPI to measure gain:**  Unit by time: e.g increase in Nitrogen scavenging capacity by 5g/day. |
| **Gain 3:**  Gain name (copy from Stakeholder section) |
| **Approach to procure gain:**  Max 1000 characters |
| **KPI to measure gain:**  Unit by time: e.g increase in Nitrogen scavenging capacity by 5g/day. |
| **Gain 4:**  Gain name (copy from Stakeholder section) |
| **Approach to procure gain:**  Max 1000 characters |
| **KPI to measure gain:**  Unit by time: e.g increase in Nitrogen scavenging capacity by 5g/day. |

|  |
| --- |
| **Existing solution:** Name of the existing solution |
| **Pains** |
| **Pain 1:**  Pain name (copy from Stakeholder section) |
| **Approach to relieve pain:**  Max 1000 characters |
| **KPI to measure pain relief:**  Unit by time: e.g decrease of healthcare costs of 10% in 5 years. |
| **Pain 2:**  Pain name (copy from Stakeholder section) |
| **Approach to relieve pain:**  Max 1000 characters |
| **KPI to measure pain relief:**  Unit by time: e.g decrease of healthcare costs of 10% in 5 years. |
| **Pain 3:**  Pain name (copy from Stakeholder section) |
| **Approach to relieve pain:**  Max 1000 characters |
| **KPI to measure pain relief:**  Unit by time: e.g decrease of healthcare costs of 10% in 5 years. |
| **Pain 4:**  Pain name (copy from Stakeholder section) |
| **Approach to relieve pain:**  Max 1000 characters |
| **KPI to measure pain relief:**  Unit by time: e.g decrease of healthcare costs of 10% in 5 years. |
| **Gains** |
| **Gain 1:**  Gain name (copy from Stakeholder section) |
| **Approach to procure gain:**  Max 1000 characters |
| **KPI to measure gain:**  Unit by time: e.g increase in Nitrogen scavenging capacity by 5g/day. |
| **Gain 2:**  Gain name (copy from Stakeholder section) |
| **Approach to procure gain:**  Max 1000 characters |
| **KPI to measure gain:**  Unit by time: e.g increase in Nitrogen scavenging capacity by 5g/day. |
| **Gain 3:**  Gain name (copy from Stakeholder section) |
| **Approach to procure gain:**  Max 1000 characters |
| **KPI to measure gain:**  Unit by time: e.g increase in Nitrogen scavenging capacity by 5g/day. |
| **Gain 4:**  Gain name (copy from Stakeholder section) |
| **Approach to procure gain:**  Max 1000 characters |
| **KPI to measure gain:**  Unit by time: e.g increase in Nitrogen scavenging capacity by 5g/day. |

|  |
| --- |
| **Existing solution:** Name of the existing solution |
| **Pains** |
| **Pain 1:**  Pain name (copy from Stakeholder section) |
| **Approach to relieve pain:**  Max 1000 characters |
| **KPI to measure pain relief:**  Unit by time: e.g decrease of healthcare costs of 10% in 5 years. |
| **Pain 2:**  Pain name (copy from Stakeholder section) |
| **Approach to relieve pain:**  Max 1000 characters |
| **KPI to measure pain relief:**  Unit by time: e.g decrease of healthcare costs of 10% in 5 years. |
| **Pain 3:**  Pain name (copy from Stakeholder section) |
| **Approach to relieve pain:**  Max 1000 characters |
| **KPI to measure pain relief:**  Unit by time: e.g decrease of healthcare costs of 10% in 5 years. |
| **Pain 4:**  Pain name (copy from Stakeholder section) |
| **Approach to relieve pain:**  Max 1000 characters |
| **KPI to measure pain relief:**  Unit by time: e.g decrease of healthcare costs of 10% in 5 years. |
| **Gains** |
| **Gain 1:**  Gain name (copy from Stakeholder section) |
| **Approach to procure gain:**  Max 1000 characters |
| **KPI to measure gain:**  Unit by time: e.g increase in Nitrogen scavenging capacity by 5g/day. |
| **Gain 2:**  Gain name (copy from Stakeholder section) |
| **Approach to procure gain:**  Max 1000 characters |
| **KPI to measure gain:**  Unit by time: e.g increase in Nitrogen scavenging capacity by 5g/day. |
| **Gain 3:**  Gain name (copy from Stakeholder section) |
| **Approach to procure gain:**  Max 1000 characters |
| **KPI to measure gain:**  Unit by time: e.g increase in Nitrogen scavenging capacity by 5g/day. |
| **Gain 4:**  Gain name (copy from Stakeholder section) |
| **Approach to procure gain:**  Max 1000 characters |
| **KPI to measure gain:**  Unit by time: e.g increase in Nitrogen scavenging capacity by 5g/day. |

Comment:

Max 1050 characters

## Competitors and threats

Replicate if needed

### Competitor 1

Name of the competitor:

Max 100 characters

Does this competitor have the same solution as you?

Max 1000 characters

Does this competitor have the same customers as you?

Max 1000 characters

What are the limitations of this company compared to the expected solution?

Max 1000 characters

Can you describe the performance of this company compared to the expected solution?

Max 1000 characters

Can you point out how you are better or different (for example: price, product size, market experience, innovation and new product, value, branding, etc.)?

Max 1000 characters

### Competitor 2

Max 100 characters

Does this competitor have the same solution as you?

Max 1000 characters

Does this competitor have the same customers as you?

Max 1000 characters

What are the limitations of this company compared to the expected solution?

Max 1000 characters

Can you describe the performance of this company compared to the expected solution?

Max 1000 characters

Can you point out how you are better or different (for example: price, product size, market experience, innovation and new product, value, branding, etc.)?

Max 1000 characters

### Competitor 3

Max 100 characters

Does this competitor have the same solution as you?

Max 1000 characters

Does this competitor have the same customers as you?

Max 1000 characters

What are the limitations of this company compared to the expected solution?

Max 1000 characters

Can you describe the performance of this company compared to the expected solution?

Max 1000 characters

Can you point out how you are better or different (for example: price, product size, market experience, innovation and new product, value, branding, etc.)?

Max 1000 characters

### Competition intensity

What is the competition intensity?

Competitive intensity is defined as the extent to which companies within a specific industry exert pressure on one another. Some level of competition is healthy because it acts as an impetus for innovation within organisations. Competitive intensity is one of the concepts covered in detail in Michael Porter’s Five Forces framework

Max 1000 characters

### SWOT analysis

What are your Opportunities?

Max 1000 characters

What are your Threats?

Max 1000 characters

What are your Weaknesses?

Max 1000 characters

What are your Strengths?

Max 1000 characters

To which extent your Strengths will enable to seize the opportunities presented by the market?

Max 1000 characters

To which extent your Strengths will enable to resist the threats presented by the market?

Max 1000 characters

To which extent your Weaknesses will impede you to seize the opportunities presented by the market?

Max 1000 characters

To which extent your Weaknesses will exacerbate the consequences of the threats presented by the market?

Max 1000 characters

### Action plan

What is your action plan?

How can all these findings be transformed in a coherent business strategy?

Max 1000 characters

# Preparation

## Past achievements (market readiness)

Indicate your Business Readiness Level:

**Start BRL:** Choose an item.

It is not necessary to be very specific in this step. The idea is simply to declare your past achievements in general terms by following the BRL levels

Note: this table practically just asks to fit the past tasks to the correct BRL level in a GANTT chart-like fashion

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | **BRL** | | | | | | | | |
| **Task** | **1** | **2** | **3** | **4** | **5** | **6** | **7** | **8** | **9** |
| Scale |  |  |  |  |  |  |  |  |  |
| Feedback loop |  |  |  |  |  |  |  |  |  |
| Minimum Viable Product |  |  |  |  |  |  |  |  |  |
| Hypothesis Testing |  |  |  |  |  |  |  |  |  |
| Customer definition |  |  |  |  |  |  |  |  |  |
| Build team and plan |  |  |  |  |  |  |  |  |  |
| Problem-Solution fit |  |  |  |  |  |  |  |  |  |
| Fully embedded in market |  |  |  |  |  |  |  |  |  |
| Initial concept |  |  |  |  |  |  |  |  |  |

Comment on your past technology achievements:

Max 1000 characters

## Risks

The EIC Accelerator supports projects presenting a high level of risk. In other words, don't be shy of demonstrating the risks of your project: the riskier your project is the more it fits the EIC Accelerator's scope. So, please describe all the risks related to your project.

Add risks as required

### Risk 1

**Type:** Choose an item.

Max 1000 chr

**Likelihood:** Choose an item.

Max 1000 chr

**Effect importance**: Choose an item.

Max 1000 chr

**Mitigation methods coverage:** Choose an item.

Max 1000 chr

### Risk 2

**Type:** Choose an item.

Max 1000 chr

**Likelihood:** Choose an item.

Max 1000 chr

**Effect importance**: Choose an item.

Max 1000 chr

**Mitigation methods coverage:** Choose an item.

Max 1000 chr

### Risk 3

**Type:** Choose an item.

Max 1000 chr

**Likelihood:** Choose an item.

Max 1000 chr

**Effect importance**: Choose an item.

Max 1000 chr

**Mitigation methods coverage:** Choose an item.

Max 1000 chr

### Risk 4

**Type:** Choose an item.

Max 1000 chr

**Likelihood:** Choose an item.

Max 1000 chr

**Effect importance**: Choose an item.

Max 1000 chr

**Mitigation methods coverage:** Choose an item.

Max 1000 chr

### Risk 5

**Type:** Choose an item.

Max 1000 chr

**Likelihood:** Choose an item.

Max 1000 chr

**Effect importance**: Choose an item.

Max 1000 chr

**Mitigation methods coverage:** Choose an item.

Max 1000 chr

### Risk 6

**Type:** Choose an item.

Max 1000 chr

**Likelihood:** Choose an item.

Max 1000 chr

**Effect importance**: Choose an item.

Max 1000 chr

**Mitigation methods coverage:** Choose an item.

Max 1000 chr

### Risk 7

**Type:** Choose an item.

Max 1000 chr

**Likelihood:** Choose an item.

Max 1000 chr

**Effect importance**: Choose an item.

Max 1000 chr

**Mitigation methods coverage:** Choose an item.

Max 1000 chr

### Risk 8

**Type:** Choose an item.

Max 1000 chr

**Likelihood:** Choose an item.

Max 1000 chr

**Effect importance**: Choose an item.

Max 1000 chr

**Mitigation methods coverage:** Choose an item.

Max 1000 chr

### Risk 9

**Type:** Choose an item.

Max 1000 chr

**Likelihood:** Choose an item.

Max 1000 chr

**Effect importance**: Choose an item.

Max 1000 chr

**Mitigation methods coverage:** Choose an item.

Max 1000 chr

### Risk 10

**Type:** Choose an item.

Max 1000 chr

**Likelihood:** Choose an item.

Max 1000 chr

**Effect importance**: Choose an item.

Max 1000 chr

**Mitigation methods coverage:** Choose an item.

Max 1000 chr

## Corporate strategy

What is the Mission of your company?

A mission statement (Who we are, what we value) communicates the organization’s reason for being, and how it aims to serve its key stakeholders

Max 1000 characters

What is the unique positioning of your company on the market?

Answered automatically by the AI platform with text from  Value proposition

What is your vision?

A vision statement (What we want to become) is a future-oriented declaration of the organization’s purpose and aspirations. It indicates what the organization intends to become, based on its mission statement

Max 1000 characters

What are your values and culture?

Max 1000 characters

What are the payoffs for your company in case of success?

Max 1000 characters

## Business model

Elements from the Business Model Canvas by Osterwalder

Key Activities:

Max 1000 characters

Resources:

Max 1000 characters

Value proposition:

Max 1000 characters

Customer relationship:

Max 1000 characters

Channels:

Max 1000 characters

Costs:

Max 1000 characters

Revenues:

Max 1000 characters

Comment:

Max 1000 characters

What is the scalability of your business?

Scalability describes a company's ability to grow without being hampered by its structure or available resources when faced with increased production. A scalable company is one that can maintain or improve profit margins while sales volume increases. <br /> <br />Beyond reaching TRL9 for your solution, will the EIC funding allow you to structure your business model to reduce your fixed costs and increase your margin? Will strong or even exponential growth be possible on this basis? etc.

Max 1000 characters

## Finance

### Investors outside the company

Add rows as needed

|  |  |  |
| --- | --- | --- |
| Name | Shares | Plays a role in company |
| Investor name | 0 – 100% | Choose an item. |
| Investor name | 0 – 100% | Choose an item. |
| Investor name | 0 – 100% | Choose an item. |
| Investor name | 0 – 100% | Choose an item. |
| Investor name | 0 – 100% | Choose an item. |

### Funds

Add rows as needed

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Public investors** | | | | | |
| Name of funder | Specify | Type | Amount (€) | Date | Reimbursement modality |
| name | Choose | Choose | amount (€) | date |  |
| name | Choose | Choose | amount (€) | date |  |
| name | Choose | Choose | amount (€) | date |  |
| name | Choose | Choose | amount (€) | date |  |
| name | Choose | Choose | amount (€) | date |  |
| **Private investors** | | | | | |
| Name of funder | Specify | Type | Amount (€) | Date | Reimbursement modality |
| name | Choose | Choose | amount (€) | date |  |
| name | Choose | Choose | amount (€) | date |  |
| name | Choose | Choose | amount (€) | date |  |
| name | Choose | Choose | amount (€) | date |  |
| name | Choose | Choose | amount (€) | date |  |

Are you in discussion or planning to start a discussion with private or public investors? Please explain:  
Max 1000 characters

What is your funding strategy for the future?

Choose an item.

Max 1000 characters

What is the expected growth potential of your solution in terms of turnover?

Max 1000 characters

What is the expected growth potential of your solution in terms of profit?

Max 1000 characters

What is the expected growth potential of your solution in terms of jobs?

Max 1000 characters

What are the Unit economics for your business?

|  |  |  |  |
| --- | --- | --- | --- |
| Unit selling price [€] | Unit selling price of main competitor [€] | Unit production cost [€] | Unit profit margin [€] |
| (€) | (€) | (€) | (€) |

Explain or develop further with other Unit economics (e.g LTV, CAC, etc.)

Max 1000 characters

What is your growth strategy?

In a simplified way, explain whether you have a profitable growth strategy or whether you are primarily aiming at a growth strategy to expand your market as much as possible, regardless of profitability in the short or medium term

Choose an item.

Max 1000 characters

### Financial needs

In how many months after the beginning of the project will you start to sell? N months

|  |  |  |
| --- | --- | --- |
| Year | Expected exploitation revenues | Expected exploitation costs (fixed + variable) |
| 1 | (€) | (€) |
| 2 | (€) | (€) |
| 3 | (€) | (€) |

Explain why you have not been able to raise sufficient investment to carry out the project and why you need the support of the EIC:

Max 1000 characters

Elaborate on how the EIC funding will impact your scalability:

Max 1000 characters

What exit strategy do you expect, including the timeline and expected return on investment? Explain the assumptions:

Max 1000 characters

Are there any financing issues that could compromise the ability of a project partner to exploit the innovation?

Max 1000 characters

## Intellectual property

### Background IP

What are your unique IP assets?

Add rows as needed

|  |  |  |
| --- | --- | --- |
| Asset | Patent | Other protection measures |
| Max 100 characters | Choose an item. | Choose an item. |
| Max 100 characters | Choose an item. | Choose an item. |
| Max 100 characters | Choose an item. | Choose an item. |

**Are you the owner of this background?** Choose an item.

If no, explain what access rights you have:

Specify the legal and financial conditions of your access right: exclusive or non-exclusive licence, with or without sub-licensing right, with or without royalties, etc.

Max 1000 characters

**If yes, are you the sole owner a co-owner? Are there any specific conditions for exercising your co-ownership?**

Max 1000 characters

### Foreground IP

**How many patents do you intend to apply for?** Number of intended patents

Patentability of each deliverable has been discussed in the Workpackage section

Is there a clear owner of the innovation in the project, or multiple owners?

While this is a single-partner project, you may be considering co-developing the solution with a subcontractor or external partner.

Max 1000 characters

**Are you the owner of this foreground?** Choose an item.

If no, explain what access rights you have:

Specify the legal and financial conditions of your access right: exclusive or non-exclusive licence, with or without sub-licensing right, with or without royalties, etc.

Max 1000 characters

**If yes, are you the sole owner a co-owner? Are there any specific conditions for exercising your co-ownership?**

Max 1000 characters

### Knowledge management and protection

What is your knowledge management and protection strategy, including current IPR filing status, IPR ownership and licensing issues?

Max 1000 characters

What is your IP commercial exploitation plan?

Do you plan to value your IP through direct exploitation (direct sale of a product, service, etc.), through the sale of licences to third parties, through the sale of your company, etc.?

Max 1000 characters

Are there any external IPR issues that could compromise the ability of a project partner to exploit the innovation?

Max 1000 characters

# Launch

## Market penetration

Detail each step of the market penetration you target

The EIC platform kindly provides this Very useful market penetration image , presumably the first they found by Googling “Go to market”, to guide you in compiling this part of the proposal

### Innovators

Penetration strategy:

Max 1000 characters

Estimated sales:

Max 1000 characters

Estimated cash-flow:

Max 1000 characters

Time to next step:

Max 1000 characters

### Early adopters

Penetration strategy:

Max 1000 characters

Estimated sales:

Max 1000 characters

Estimated cash-flow:

Max 1000 characters

Time to next step:

Max 1000 characters

### Early adopters

Penetration strategy:

Max 1000 characters

Estimated sales:

Max 1000 characters

Estimated cash-flow:

Max 1000 characters

Time to next step:

Max 1000 characters

### The chasm

Penetration strategy:

Max 1000 characters

Estimated sales:

Max 1000 characters

Estimated cash-flow:

Max 1000 characters

Time to next step:

Max 1000 characters

### Early majority

Penetration strategy:

Max 1000 characters

Estimated sales:

Max 1000 characters

Estimated cash-flow:

Max 1000 characters

Time to next step:

Max 1000 characters

### Late majority

Penetration strategy:

Max 1000 characters

Estimated sales:

Max 1000 characters

Estimated cash-flow:

Max 1000 characters

Time to next step:

Max 1000 characters

### Laggards

Penetration strategy:

Max 1000 characters

Estimated sales:

Max 1000 characters

Estimated cash-flow:

Max 1000 characters

Time to next step:

Max 1000 characters

## Company needs

What are your needs to fulfill your market potential?

Investor readiness training

Legal advice (IPR or other)

Startup accelerator

Investor introductions

Mentoring

Business plan development

Partnership with other company (technology or other)

Expanding to more markets

Incubation

Explain:

Max 1000 characters

## Barriers

What are the existing major barriers preventing you to enter the market? How can you overcome them?

Add as needed

|  |  |  |
| --- | --- | --- |
| Type | Description | Capacity to overcome |
| Choose an item. | Max 1000 characters | Max 1000 characters |
| Choose an item. | Max 1000 characters | Max 1000 characters |
| Choose an item. | Max 1000 characters | Max 1000 characters |

What are the new major barriers you are building to prevent your competitors to easily enter the market?

Add as needed

|  |  |
| --- | --- |
| Type | Description |
| Choose an item. | Max 1000 characters |
| Choose an item. | Max 1000 characters |
| Choose an item. | Max 1000 characters |

## Legal and regulatory requirements

Describe your strategy for regulatory approvals/compliance

Max 1000 characters

Are there any regulation issues that could compromise the ability of a project partner to exploit the innovation?

Max 1000 characters

Are there any standards issues that could compromise the ability of a project partner to exploit the innovation?

Max 1000 characters

What applicable European legislation might affect your project or be affected by your project?

Max 1000 characters

What applicable standards might affect your project or be affected by your project?

Max 1000 characters

# Scale

## Scaling strategy

**What is your marketing approach?** Choose an item.

Elaborate further:

Max 1000 characters

What is your pricing policy?

Do you sell by (monthly? yearly? other?) subscription, on the basis of a lump sum or a success fee, on a freemium basis, according to a low cost or premium price strategy, by renting, etc.?

Max 1000 characters

Number of jobs to be created in the next 3 years (for R&D, sales, administration, etc)

Year 1: N jobs

Year 2: N jobs.

Year 3: N jobs

## Commercialisation strategy

**End user savings per unit (€):** savings (€)

Explain the benefits for your customers other than financial ones (User-friendly, eco-friendly, easy-to-use, ...)

Max 1000 characters

Provide proof of early market traction

Max 1000 characters.

Are there any trade issues that could compromise the ability of a project partner to exploit the innovation? Max 1000 characters

## Future developments

Do you have in mind future additional solutions?

Beyond your focus on your current targets and markets, do you plan to develop new applications in the short or medium term? For which target(s) and on which market(s)? If so, is it a geographical or sectoral extension of your current market, a diversification of your commercial targets, the development of a new solution (little or very different from the current version), etc.?

Max 1000 characters.

Do you have in mind future additional developments?

What is your technology roadmap for the next 3-5 years? For example, if you are developing a generic/enabling technology, what are the next R&I developments to apply it to other applications?

Max 1000 characters.

## Impact

What is the impact of your innovation on the dynamic of the market?

Will competition decrease? Will Europe's technological and/or industrial sovereignty be strengthened? Will the supply chain be relocated in whole or in part to Europe? etc.

Max 1000 characters.

Specify to which extent your solution contributes to the EU priorities, if any:

Max 1000 characters.

Specify to which extent your solution specifically contributes to the EIC targeted Challenges:

Max 1000 characters.

What is the main UN Sustainable Goals concerned, if any?

For example, do you position yourself as a mission-driven company with the goal to implement sustainable development objectives, to fight against poverty or certain forms of discrimination, etc.?

Max 1000 characters.

## Future legal and regulatory requirements

What future European legislation might affect your project or be affected by your project?

Max 1000 characters.

What future standards might affect your project or be affected by your project?

Max 1000 characters.

# Ethics and security self-assessment

## Ethics

If you answer 'Yes' to any of the questions, please provide additional information on that security issue in the Self-Assessment section.

### Human embryonic stem cells and human embryos

|  |  |
| --- | --- |
| **Does this activity involve Human Embryonic Stem Cells (hESCs)?** | Choose |
| **Will they be directly derived from embryos within this project?** | Choose |
| **Are they previously established cells lines?** | Choose |
| **Are the cell lines registered in the European registry for human embryonic stem cell lines?** | Choose |
| **Does this activity involve the use of human embryos?** | Choose |
| **Will the activity lead to their destruction?** | Choose |

### Humans

|  |  |
| --- | --- |
| **Does this activity involve human participants?** | Choose |
| **Are they volunteers for nonmedical studies (e.g. social or human sciences research)?** | Choose |
| **Are they healthy volunteers for medical studies?** | Choose |
| **Are they patients for medical studies?** | Choose |
| **Are they potentially vulnerable individuals or groups?** | Choose |
| **Are they children/minors?** | Choose |
| **Are they other persons unable to give informed consent?** | Choose |
| **Does this activity involve conducting a clinical study as defined by the Clinical Trial Regulation (EU 536/2014)? (using pharmaceuticals, biologicals, radiopharmaceuticals, or advanced therapy medicinal products)** | Choose |
| **Is it a clinical trial?** | Choose |
| **Is it a low-intervention clinical trial?** | Choose |
| **Does this activity involve interventions (physical also including imaging technology, behavioural treatments, etc.) on the study participants?** | Choose |
| **Does it involve invasive techniques?** | Choose |
| **Does it involve collection of biological samples?** | Choose |

### Human cells / tissues (not covered by section 1)

|  |  |
| --- | --- |
| **Does this activity involve the use of human cells or tissues?** | Choose |
| **Are they human embryonic or foetal cells or tissues?** | Choose |
| **Are they available commercially?** | Choose |
| **Are they obtained within this project?** | Choose |
| **Are they obtained from another project, laboratory or institution?** | Choose |
| **Are they obtained from biobank?** | Choose |

### Personal data

|  |  |
| --- | --- |
| **Does this activity involve processing of personal data?** | Choose |
| **Does it involve the processing of special categories of personal data (e.g.: sexual lifestyle, ethnicity, genetic, biometric and health data, political opinion, religious or philosophical beliefs)?** | Choose |
| **Does it involve processing of genetic, biometric or health data?** | Choose |
| **Does it involve profiling, systematic monitoring of individuals, or processing of large scale of special categories of data or intrusive methods of data processing (such as, surveillance, geolocation tracking etc.)?** | Choose |
| **Does this activity involve further processing of previously collected personal data (including use of preexisting data sets or sources, merging existing data sets)?** | Choose |
| **Is it planned to export personal data from the EU to non-EU countries?** | Choose |
| **If YES, specify the type of personal data and countries involved:**  Max 5000 characters | |
| **Is it planned to import personal data from non-EU countries into the EU or from a non-EU country to another non-EU country?** | Choose |
| **If YES, specify the type of personal data and countries involved:**  Max 5000 characters | |
| **Does this activity involve the processing of personal data related to criminal convictions or offences?** | Choose |

### Animals

|  |  |
| --- | --- |
| **Does this activity involve animals?** | Choose |
| **Are they vertebrates?** | Choose |
| **Are they non-human primates (NHP)?** | Choose |
| **Are they genetically modified?** | Choose |
| **Are they cloned farm animals?** | Choose |
| **Are they endangered species?** | Choose |

### Non-eu countries

|  |  |
| --- | --- |
| **Will some of the activities be carried out in non-EU countries?** | Choose |
| **If YES, specify the countries**  Max 5000 characters | |
| **In case non-EU countries are involved, do the activities undertaken in these countries raise potential ethics issues?** | Choose |
| **If YES, specify the countries**  Max 5000 characters | |
| **Is it planned to use local resources (e.g. animal and/or human tissue samples, genetic material, live animals, human remains, materials of historical value, endangered fauna or flora samples, etc.)?** | Choose |
| **Is it planned to import any material (other than data) from non-EU countries into the EU or from a non-EU country to another non-EU country? For data imports, see section 4.** | Choose |
| **If YES, specify materials and countries involved**  Max 5000 characters | |
| **Is it planned to export any material (other than data) from the EU to non-EU countries? For data exports, see section 4.** | Choose |
| **If YES, specify materials and countries involved**  Max 5000 characters | |
| **Does this activity involves low and/or lower-middle income countries? (if yes, detail the benefit-sharing actions planned in the self-assessment)** | Choose |
| **Could the situation in the country put the individuals taking part in the activity at risk?** | Choose |

### Environment, health and safety

|  |  |
| --- | --- |
| **Does this activity involve the use of substances or processes that may cause harm to the environment, to animals or plants (during the implementation of the activity or further to the use of the results, as a possible impact)?** | Choose |
| **Does this activity deal with endangered fauna and/or flora / protected areas?** | Choose |
| **Does this activity involve the use of substances or processes that may cause harm to humans, including those performing the activity (during the implementation of the activity or further to the use of the results, as a possible impact)?** | Choose |

### Artificial intelligence

|  |  |
| --- | --- |
| **Does this activity involve the development, deployment and/or use of Artificial Intelligence? (if yes, detail in the self-assessment whether that could raise ethical concerns related to human rights and values and detail how this will be addressed).** | Choose |
| **Could the AI based system/technique potentially stigmatise or discriminate against people (e.g. based on sex, race, ethnic or social origin, age, genetic features, disability, sexual orientation, language, religion or belief, membership to a political group, or membership to a national minority)?** | Choose |
| **Does the AI system/technique interact, replace or influence human decision-making processes (e.g. issues affecting human life, health, well-being or human rights, or economic, social or political decisions)?** | Choose |
| **Does the AI system/technique have the potential to lead to negative social (e.g. on democracy, media, labour market, freedoms, educational choices, mass surveillance) and/or environmental impacts either through intended applications or plausible alternative uses?** | Choose |
| **Does the AI to be developed/used in the project raise any other ethical issues not covered by the questions above (e.g., subliminal, covert or deceptive AI, AI that is used to stimulate addictive behaviours, life-like humanoid robots, etc.)?** | Choose |

### Other ethics issues

### Self assessment

If you have entered any issues in the ethics issue table, you must perform an ethics self-assessment in accordance with the guidelines "How to Complete your Ethics Self-Assessment" and complete the table below.

Ethical dimension of the objectives, methodology and likely impact

Max 5000 characters

Compliance with ethical principles and relevant legislations

Max 5000 characters

## Security

If you answer 'Yes' to any of the questions, please provide additional information on that security issue in the Self-Assessment section.

### Eu classified information (euci)

|  |  |
| --- | --- |
| **Does this activity involve information and/or materials requiring protection against unauthorised disclosure (EUCI)?** | Choose |
| **Is the activity going to use classified information as background information?** | Choose |
| **Is the activity going to generate EU classified foreground information as results?** | Choose |
| **Does this activity involve non-EU countries?** | Choose |
| **Do participants from non-EU countries need to have access to EUCI?** | Choose |
| **Do the non-EU countries concerned have a security of information agreement with the EU** | Choose |

### Misuse

|  |  |
| --- | --- |
| **Does this activity have the potential for misuse of results?** | Choose |
| **Does the activity provide knowledge, materials and technologies that could be channelled into crime and/or terrorism?** | Choose |
| **Could the activity result in the development of chemical, biological, radiological or nuclear (CBRN) weapons and the means for their delivery** | Choose |

### Other security issues

oes this activity involve information and/or materials subject to national security restrictions?

Max 5000 characters

### Self assessment

*If you have entered any issues in the security issue table, please provide all necessary detailed information.*

**For each issue, explain it in detail in relation to its nature and its risk management.**

Max 5000 characters

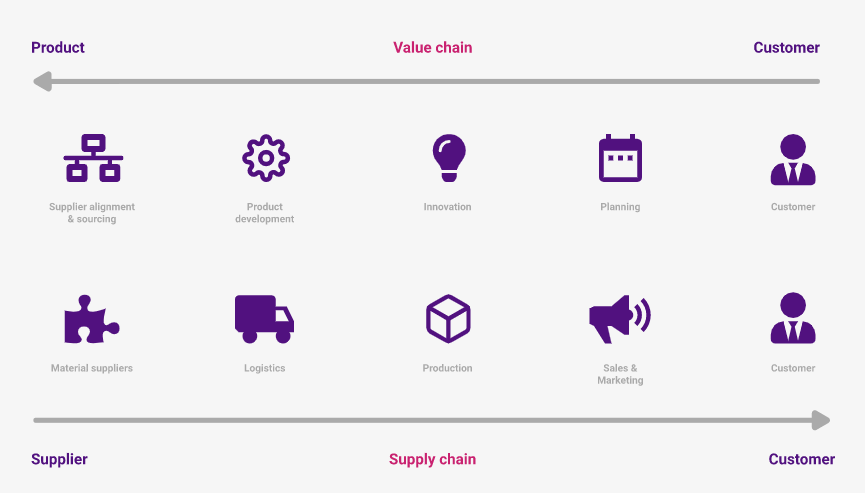
Bottom of Form

# Complementary info

## Value Chain Example

What the EIC platform thinks that a Value Chain / Supply Chain looks like

Go back to Stakeholders



## Matrix to generate job positions

Need to create a fancy job title? Use the system implemented by the EIC platform!

Selectable job positions are:

* CEO Chief executive officer
* CFO Chief financial officer
* CCO Chief commercial officer
* COO Chief operating officer
* CSO Chief scientist officer
* CMO Chief medical officer
* CTO Chief technological officer
* CLO Chief legal officer
* CMO Chief marketing officer

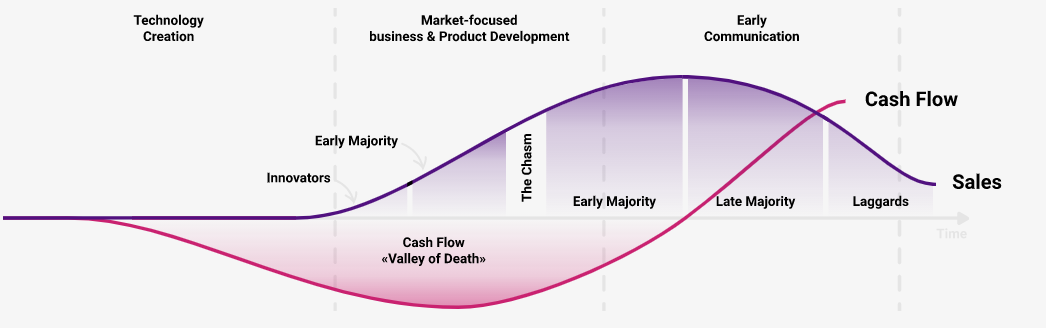
Or generated through this matrix

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | advisor | analyst | chief | consult. | control. | dev. | director | expert | general  manager | head of  dep. | leader | manager | officer | Presid. | chief |
| Accounting |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Business |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Business development |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Certification |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Collaborative projects |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Commercial |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Communication |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Community |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Customer success |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Engineer |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| External partnership |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Finance |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Government affairs |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Innovation |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Innovator |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Intellectual property |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Inventor |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Investigator |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Key opinion leader |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Lawyer |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Legal |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Manufacturing |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Marketing |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| PhD |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Process |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Product |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Production |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Public affairs |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Public relations |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Quality |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Regulatory affairs |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Research support |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Researcher |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Sales |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Scientist |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Service |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Strategy |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Student |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Technician |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Technology development |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Technology transfer |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |

## Market penetration image

What the EIC AI platform thinks that the process of entering the market looks like

Go back to Go to market strategy



1. Repeat as many Function / Use cases as needed. Max 5 features per Functioon / Use case. Example of Function / Use case: a hammer is used to drive a nail in the wall. Example of Feature: 1) a hammer is consituted by a metal head. 2) a hammer is constituted by a sturdy wooden handle [↑](#footnote-ref-1)
2. See “Matrix to generate job position” in Complementary info [↑](#footnote-ref-2)