|  |
| --- |
| **What?**  Acronym of your proposal  Describe your solution  What type of solution do you have in mind ?  What is the purpose of your project ? |
| **Why?**  Describe the problem to be solved or the need(s) to be satisfied |
| **How?**  Idea or technology based?  Use cases  Add features  Please describe between 1 to 3 main deliverables. *A deliverable is a distinct output of the project, meaningful in terms of the project’s overall objectives.*  Indicate your current TRL (Technology Readiness Level)  Indicate the TRL you intend to achieve at the end of your project |
| **Who?**  What is your sector of activity ? |
| **For whom?**  Describe your targeted market |
| **For what impact?**  Indicate your current BRL (Business Readiness Level )  Indicate your Time-to-Market in years ?  Can you describe the potential societal or industrial application. Will your  innovation have broader societal, economic, environmental or climate impacts? |

**ANNEXE**

The guiding questions presented below are among the questions you should expect to answer in your short proposal. Try to be clear and concise when you draft your answers.

IDEATION

What type of solution do you have in mind?

Describe your solution (pre-filled from previous step)

What are the existing solutions and what are their limits?

What is the problem you're trying to solve? (pre-filled from previous step)

Is it an idea or a technology-based innovation?

Why it is new compared to the existing solutions?

Why do you think it will be successful?

Why now?

DEVELOPMENT

Your team (pre-filled from previous step)

Do you have the team you need to implement the action?

Will you need cooperation with other stakeholders of your value chain (research and innovation, industrial, financial, suppliers, distributors, ... ) to implement the action?

What are the risks of failure?

Why can't you do it without the EIC?

Why not other funding sources including National/Regional public programmes?

How much will it cost to develop your idea?

How much grant do you need from the EIC?

How much investment do you need from the EIC ?

GO2MARKET

What is your targeted market?

Who cares about your innovation?

Will your innovation have broader societal, economic, environmental or climate impacts? Can you describe potential societal or industrial applications?

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

How do you see your company in 5 years