

Horizon 2020 one-page Proposal Outline

Type of activity envisaged in H2020 (see Note 1)		Collaborative Research Further development of existing prototype Commercialisation activities	Yes/No Yes/No Yes/No
H2020 Work Programme (if known):			
Proposal Title and Acronym:			
Proposer Name and Contact Details			
Main Aim of the project is to: Research? / Further Develop? / Commercialise? (Note 2)			
What is new about the approach? (Note 3)		Define the Business opportunity for Exploitation: (Note 4)	
Why now? (Note 5)		The objectives of the project are:	
Duration of Project:		1.	
Cost of Project:		2.	
		3.	
		4.	
Expected Outputs: (Note 6)		Who are the end users?	
Detail the expected European Impacts of the project: (Note 7)			
Other Partner Name: (Note 8)	Organisation:	Business and/or project interest:	

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批注 [1]: Attach link to work programme and remove if known

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批注 [2]: Note re phase 1 budget 6 months etc

Explanatory Notes for completing this form:

1. **Type of activity envisaged in Horizon 2020:** H2020 is divided into 3 main activities supported:- i) collaborative research (100% funded), ii) Using existing prototype to development of business opportunities (70% funded) and iii) commercialisation of innovation (debt or equity financing). These cannot be combined together in any fashion. 70% funded projects are by their nature close-to-market activities. Commercialisation activities centre around marketing / sales / market penetration and are not grant funded but are debt or equity based external investment supports. Answer YES to only one of these options.
2. **Main Aim of project:** State clearly the core aim of the project starting with any of these options: (a) To Research, (b) To further develop [EC requires that any project past the research stage should have an existing validated Alpha prototype], (c) To commercialise
3. **What is new about the approach:** In terms of research activities, define what the new and/or innovative approach is- above state of the art. In terms of further development of a proven concept, detail the innovation in the product / process / business model offering.
4. **Define the Business opportunity for Exploitation:** For development and commercialisation focused projects, detail the size and scope of the market, the business model to penetrate this market, etc. For research based projects, define the impact the successful research will have, in terms of possible commercial exploitation, impact on EU citizen, impact on the technology sector addressed, etc.
5. **Why now:** For post-research projects, it is important that a market need is defined and that the solution is a sustainable one that will lead the company to internationalise strongly through this project success. For research based projects, a problem definition needs to be given and the innovative solution to address the problem outlined.
6. **Expected Outputs:** For research based projects, detail the research outputs sought. For development projects leading to commercialisation, detail the technical solution and the business strategy outcomes.
7. **Detail the expected European Impacts of the project:** This section should detail environmental, societal and commercial benefits. Consideration should be given to EU regulatory requirements and EU directives impacted by the solution. For commercial impacts, detail should provide clarity around end-user/ EU citizen benefits provided by the solution.
8. **Other Partners:** For the 70% funded close to market projects, the other partners must be SMEs only. Academic partners are not allowed in close-to-market projects. For collaborative research projects, partners can be from any environment, be it academic or industrial.

Hints:

- ✚ Bullet point each statement or impact.
- ✚ Quantify each statement where possible. Special emphasis on quantification should be given to benefits and impacts.
- ✚ For innovative business solutions, demonstrate how this project will help internationalise your company.
- ✚ For a programme called “The SME Instrument” (70% funding, close to market activities), the European Commission is particularly interested in “gazelle” companies with a number of years (3 minimum) strong company growth, a strong desire to (further) internationalise the company (in Europe or globally) through Innovation and a strong past history of bringing innovation to the marketplace.