

## FORM B

### Application to the public call

#### FOR THE BEST INNOVATION IN 2018 AT PUBLIC RESEARCH ORGANIZATIONS (PROs)

#### Description of Innovative scientific-research idea and the possibilities of transferring into practice

A brief description of the invention that you believe has market potential – **no maximum than four A4 pages** of description, font size 10 Times New Roman, as is provided in electronic format of Form B. In case that the application does not consider these conditions, we will return it to the sender as incomplete.

#### **The description must be written entirely in English.**

Annexes with additional descriptions of innovative research ideas are not allowed and will be discarded and will not affect the assessment.

The description is intended to encourage reflection on the prospects for the commercialization of the technology, product or know-how and searching for the optimal path from idea to product, possible funding sources, the identification of risks, etc. In the description try to take into account evaluation criteria in the tender and questions at the individual lots. Not obligatory to answer every question, you can also create entries for the information that you think are important; in the description attempt to consider what is most important to present your invention. Avoid describing the technical details too much, emphasis should be given on the aspects of the business and customer value.

All the information will be treated as confidential.

## FORM B

**Important: no maximum than four A4 pages, font size 10 Times New Roman**

### 1. Name of the idea

Name of the idea: \_\_\_\_\_

If possible, add a brief commercial tagline, for example for BMW: »*The ultimate driving machine*«.

### 2. Summary

A brief summary of the descriptions below. In summary, try to highlight the potential of innovative idea - why you think that your business idea is innovative? Some of the recommended highlights:

1. What is the problem or need and who is the buyer/user?
2. What is the solution or proposed approach and advantages or benefits for buyer?
3. Size of market and existing competition and advantages over the competition, what is the opportunity?
4. How do you see the development in the future (financing and human resources with respect to time)?
5. Team now and in the future?

### 3. Idea: problem and solution

Some of the recommended highlights (questions are just guidelines; please do not answer to the questions!)

What is the problem or need of the potential users and how is it solved now?

What is the proposed solution and why is it better or unique (innovative) according to the previous solutions?

What are the most important benefits for the user according to the price? What is the value of your solution for the user?

#### 4. Status: description of the invention's development stage

Some of the recommended highlights (questions are just guidelines; please do not answer to the questions!)

In which development stage is your invention? For example:

1. basic and applied research,
2. research on possibilities of technological implementation,
3. technology tested in the laboratory and/or in the relevant environment,
4. demonstration of technology or pilot level of technology, the prototype works in an environment comparable to the final operational environment,
5. prototype or the final version works in the final operational environment,
6. operational use and marketing already started.

What are the technological uncertainties for the further development? How do you see the future development?

What you need for further development? Present your needs for investment and business partnership, technical assistance, strengthening of the working group etc.

#### 5. Market

Some of the recommended highlights (questions are just guidelines; please do not answer to the questions!)

How do you assess the market needs for the product/service that is the result of the idea?

What is the possibility of marketing the results of your ideas?

Who are the potential users/beneficiaries?

What is the market size?

What is the potential for market growth?

Are there any favorable trends in the market?

#### 6. Competitive position

Some of the recommended highlights (questions are just guidelines; please do not answer to the questions!)

What or who is the competition and why is your solution better? What is the main competitive advantage of your solution? What is the key novelty and added-value of the invention for the potential buyer (lower price, higher quality, a totally new product/technology, management of specific market...)?

Does such/comparable product not exist yet and/or there is lack of such products on the specific market and/or is your invention the improvement of an existing technology/product?

Are there any barriers to entry the market (legislation, obtaining certificates, standards, language, culture, loyalty of the buyers to existing brands and solutions etc.)?

Are there potential synergies with existing production and service processes: any laboratory, testing or production facilities, and existing marketing channels in related businesses and research development organizations, which could be used?

What is the assessment of the possibility that competition may take the (released) invention and overtake you (connected to the next question)?

## 7. Publishing and status of intellectual property

Some of the recommended highlights (questions are just guidelines; please do not answer to the questions!)

Were there any key elements of your invention published or they will be - where and when?

Is your invention in any way protected by intellectual property rights (patent, design, trade mark) or is it in the process of obtaining protection? Is the invention patentable or it is a non-patentable know-how?

## 8. Inventor: description of the inventor or the project group

Some of the recommended highlights (questions are just guidelines; please do not answer to the questions!)

Short description of the inventor and individual members of the project team and their role.

Why do you think you can succeed with your invention? Important skills, knowledge and experience which made you sure that you will successfully commercialize innovation.

Does the inventor have an interest in commercialization or business use of the invention?

What is the willingness of the members of the project team to personally invest in the business - in their work and/or own money (no need to specify specific amounts)? Are they in the case of establishment of spin-out company ready to employ at the company? Do they prefer to pursue an academic career and/or sell the company and/or stay a shareholder after company establishment?

What is the staff potential for the commercialization of the invention?