



Title:

Date:

Description: Describe your project (=R&D result with commercial potential) in your own words in one paragraph and max. 100 words.

1. Team description

- Names, roles, and knowledge contributions of key people behind the project.

2. Research results

- Brief description of the technology/service/methodology background and the results achieved at the date of writing this document that should be the basis for commercialisation, including arguments that shows there should be a market.

3. Main technical advantages of the solution and the envisaged applications (products, processes, or services)

- Comparison with the state-of-art research and known commercial initiatives, including cost/environmental/ease to use and other features.
- Expected performances when in operation.
- Expected rate of improvement of such performances with time, and comparison with performance improvement rates of other direct or indirect competing solutions.
- Description of possible ways in which the current technology could develop into other useful technologies with commercial applications.

4. Present state of product / process readiness

- Key project deliverables incl. demonstrators, prototype etc;
- What steps need to be taken and which phases do you need to go through before the project reaches market readiness? What are realistic time horizons for each step/phase?
- Description of scalability issues.



5. Intellectual property rights and knowledge protection

- Description of the key knowledge items. Have you conducted a “freedom to operate analysis”?
- Status and strategy of knowledge protection. Is there potential for patent application?
- Specification of the ownership and licensing issues and possibilities.

6. Market environment

- Characterisation of the targeted users or user groups. In which geographical areas do you see these potential users?
- Specification of the main *economic* advantages compared to current state of the art for the users that will make them buy or invest in the technology.
- Description of market conditions, market size and growth rate, competitors and competitive solutions.
- Can you describe different market segments?
- In your view, who are the key stakeholders involved?

7. Concept for commercialisation

- Description of the team to be involved in the commercialisation.
- Do you think your technology can be spun-off into a company or do you think it's better to license the technology to interested third parties?
- Do you need co-operations with third parties for commercialisation? If so, which ones?

8. Past funding environment

- What was the initial funding required to reach the actual state of knowledge?
- Who paid what and who owns what? (See also IPR issues).

9. Contact details