

Guidance for presentation preparation

The applicant will have to create a presentation, using a template of his choice, including **5 slides** which allow a **concise and clear presentation** of the project proposal. This presentation must be submitted together with all other application documents in the application area of the SmartX website.

Expected content of the slides

SLIDE 1

Title of Project Proposal

Target market (Protection, sports, medical, consumer health, industrial, architecture, interior, transport...)

Applicant organisation(s) (Introduce company/consortium - core business, location, size).

SLIDE 2

The Innovation - (*Describe how it solves customer problems/needs and why it is superior to existing/competing solutions.*)

SLIDE 3

Business model - (*Explain estimated market potential, go-to-market, monetisation & growth strategy*)

SLIDE 4

Operational Excellence - (*Detail unique know-how/IP, technical & operational capacities of company/consortium and for what concretely of the requested funding will be used.*)

SLIDE 5

European dimension - (Describe the European dimension of the partnership and/or the planned international market exploitation and the contribution the project can make to the acceleration of a Smart Textiles Manufacturing Industry and end market in Europe)

Please use the attached logo in all the slides .

Please submit the presentation in pdf or PowerPoint.



SMART X

EUROPEAN SMART TEXTILES ACCELERATOR

