

## Template for proposal preparation

The word template for application will be sent by the coach via email

In bold the template chapters or paragraphs that need to be kept in the document, *in italic the explanations on how to fill the chapters, to be removed in the proposal text. The provided max. page length per part must be respected. Font size 11, preferable line space 1.5 lines.*

### 0. Cover Page

**Title of project:**

**End market(s) targeted:** *(Protection, sports, medical, consumer health, industrial, architecture, interior, transport...)* **remember that fashion applications are excluded**

**List of SMEs/start-ups participants** *(Please only fill in lines 2, 3... if your project is composed of more than 1 SME/start-up applying for direct funding from SmartX)*

Participant No	Participant (organization name)	Country	<i>Please describe in 2-3 lines what the SME/start-up is specialized in</i>
1 <sup>1</sup>			
2			
3			

**List of other contributors to your project** *(please mention any organization that will directly contribute to or participate in your project activities, whether being compensated by the SME applicant or not)*

Contributor (organization name)	Type of organization (large company, research organization, university, consultant...)	Country	Please describe in 2 lines what the partner will do to contribute to the project

<sup>1</sup> Main applicant must be SME/start-up



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## Evaluation Part 1 – Business Innovation Potential (max. 5 pages)

- Describe your **targeted innovative solution addressing a clear market need**. Explain the industrial/economic/end-user problem your solutions will solve, how your solution will solve it and the business opportunity that your company (and partners) will take advantage of.
- Explain your **competitive advantage over existing solutions**. How does your solution solve the problem better than current solutions on the market? How do you plan to inform and convince potential users/customers to adopt your solution? What advantage will your customers have from adopting your solution? Why can't competitors match/exceed this advantage?
- Describe your **business model**. How will you sell your solution to your targeted customers (direct or indirect B2B/B2B sales channels, service revenues, subscription...)? How will you make money and how fast can you reach profitability? How large is your initial market opportunity? How fast do you think you can **grow beyond this initial market** (internationally, diversified product range, complementary solutions...)? What will be the main limiting factors for **scaling up your business**?
- Describe how you plan to develop, maintain and grow your **customer relationships**? Explain results of any **market research** you have undertaken. Can you rely on **existing customer relationships** for other products/services you already offer? Do you have any existing/planned **partnerships** to help you reach or better serve your customers? Are there any **regulatory and/or standard requirements** to be fulfilled for market introduction of your solution? How do you protect your market long-term?
- Describe the **motivation and incentives of your company and your partnership** to successfully develop and market this innovative solution? How committed will you and them be in case the project meets technical obstacles, greater financial needs or a longer development time frame. What would be the main reasons for you and them to abandon this project.



**Evaluation Part 2 – Operational Excellence (Max.3 pages)**

- Describe the **status of your project** at time of application and the **results you expect** to reach at the end of the project, which should be clear, measurable, realistic and achievable within the duration of the project. What are the **key technologies and competences** that you and your partners have available and plan to use? Do you and your partners full access/control of the **intellectual property** of these technologies/competences? How do you plan to protect the intellectual property resulting from the project work?
- Describe and explain the **concept and plan of activities** that you and your partners will implement during this project (e.g. technical development/testing, feasibility study, user demonstration/testing, manufacturing pilot line set-up, scale-up studies, product/market design, market research/end user outreach etc.). Explain **when** the main tasks will be carried and **by whom**. Provide a short description of the **main budget items** and complete the following budget overview table (amounts in EURO).

Participant No <sup>2</sup>	In-house personnel costs	Sub-contracting	Material/ Component/ Technology	Travel costs	Other costs	Total Lump Sum
1						

- Describe the **team of people** that will carry out the project work, including key experts at your partners/external service providers? How will they **collaborate**? What **milestones/key performances indicators (KPI)** will drive the team's decision making? What are your **risk mediation strategies** or back-up plans if milestones/KPI's are not reached?

Use 1 line per SME applicant. If only company applies for funding, use only 1 line.



### Evaluation Part 3 – European Smart Textiles Market Acceleration (Max. 2 pages)

- *European dimension of the partnership: Provide a description of the participant organisations (partners and external service providers) and their business activities at the EU level. What are your and your partners plans to further develop the solutions after the end of the project? How do you expect the project work to improve your international business development ambitions and your access of markets beyond your home country?*
- *Describe the research you have done to find out if any company in Europe (or beyond) already does or has the capacity to do what your partnership tries to develop? As the European smart textiles value chain is still in an emerging stage, what critical shortage/gap will your project fill? What other complementary technologies/manufacturing capacities should be developed in Europe to build European market acceleration in smart textiles? How do you plan to disseminate the results of your project and your resulting competences across Europe?*

**This technical application form contains confidential technical and business information. While all SmartX project partners (Coaching Organisations) and Selection Committee members have signed non-disclosure agreements (NDA) barring them from disclosing any details to third parties, you can restrict access to this document to any of our Coaching Organisations or Selection Committee members.**

Coaching Organisations	Tick to restrict access	Selection Committee members	Tick to restrict access
Centexbel, BE		Stefano Carosio, Unismart – Uni. of Padua, IT	
Euramaterials, FR		Joao Gomes, CeNTI, PT	
IFM, FR		Rainer Guenzler, Hahn-Schickhart, DE	
Citeve, PT		Simon Hjelte, Incubator Boras, SE	
Steinbeis, DE		Romano Hoofman, imec, BE	
DSP Valley, BE		Raquel Ledo,CTAG, ES	
Texfor, ES		Julien Payen, Lattice Medical, FR	
CITC, FR		Etienne Fradin-Beaugerie, UTC, FR	
Pointex, IT		Henk Vanhoutte, European Safety Federation, BE	
Sourcebook, DE		Daniela Zavec, Titera, SI	
Smart Textiles, SE		Christian Dalsgaard, Ohmatex, DK	
DITF, DE		Francesca Rosella, CuteCircuit, UK	

