

## Guidance for presentation preparation

The applicant will have to create a presentation, using a template of his choice, including **6 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.

*Compile the information described in the technical document following the structure below and in a clear and concise way. Avoid adding too much text, but make sure all requested points are clearly addressed, as most of your evaluation will be based on the slides.*

### Expected content of the slides

#### SLIDE 1

##### Title of Project Proposal

**Target market** (Protection, sports, medical, consumer health, industrial, architecture, interior, transport...). *\*Focus on one market.*

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

#### SLIDE 2

**The Innovation** - Briefly define the market need, describe how your solution solves customer problems or needs.

*Be clear on the development stage you have reached (concept, prototype, validated in lab or real user/customer environment)*

#### SLIDE 3

**Current/competing solutions** - Describe the current solutions in the market and why your solution is superior to existing/competing ones.

*Be clear on your competitive advantages and why users of existing solutions or new users are likely to adopt your solution.*

#### SLIDE 4

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

*Focus the on the go-to-market strategy. Describe pricing, selling/distribution, growth strategy and market potential.*



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**SLIDE 5**

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

*Explain if the requested funding will be used as part of a bigger project and if this project has already received funding/investment from other sources incl. national/EU funding programmes.*

**SLIDE 6**

**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

*Explain the manufacturing scale-up plans and what part of the manufacturing will take place in Europe and which components/ manufacturing steps will be sourced outside Europe..*

*Please use the below logo on all the slides .*

*Please submit the presentation in pdf or PowerPoint.*

