

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.



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.

