

Elementi vincenti in proposte SME Instrument e FTI

*Primi casi di successo: le esperienze delle aziende
vincitrici SME Instrument e Fast Track*

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SMEINST proposal basic information elements: Excellence

IE		Phase 1	Phase 2
Objectives	Ultimate goal	Introduce that of the BP2 project	Clearly explain it
	Operational objectives	Of this feasibility study (BP1)	Of the whole project
Concept, approach, methodology		<ul style="list-style-type: none"> For this feasibility study (BP1) Hints to those of the overall project (BP2) 	For the whole project
State-of-the-Art (SotA) and innovation	current stage of the technologies involved (explanation of TRL)	Explain	Explain
	description of the SotA <ul style="list-style-type: none"> in terms of technologies in terms of products/services (in this tech domain, or alternative ones) 	Explain	Explain
	elements of innovation <ul style="list-style-type: none"> in terms of technologies in terms of products/services (in this tech domain, or alternative ones) 	Explain	Explain
Feasibility study		n/a	Should demonstrate the technological/ practical/ economic viability

SMEINST proposal basic information elements: Impact

IE	Phase 1	Phase 2
Demand from the market	Prove it briefly	Provide more details (if enough room)
User(s) profile: needs & requirements	Explain convincingly	Provide more details (if enough room)
Business model	Explain the provisional BM	Clearly discuss the final BM
Market analysis	Provide a preliminary market description	Explain the analysis elaborated in Phase 1
Business plan	Provide a summary of a (very) draft BP	Explain the plan elaborated in Phase 1
Benefits for company	Explain the expected benefits	Provide more details (if enough room)
Go-to-market strategy	Anticipate the exploitation & commercialization plans	Explain the plan elaborated in Phase 1 + discuss the communication strategy
IPR management strategy (background, foreground, regulatory issues)	Explain (draft); to-be-checked is allowed	Explain the plan elaborated in Phase 1
EU dimension	Provide some arguments	Provide some arguments

SMEINST proposal basic information elements: Implementation

IE		Phase 1	Phase 2
Workplan	WPs	1 single WP; organize the approach in tasks	Multiple WPs; detailed description per task
	Gantt, Pert etc.	n/a	
	Deliverables & Milestones	n/a (1 Deliverable)	List of Ds and Ms, with description and measurability
	Resources	n/a	Justify the allocation of resources
Project management		Just some info about the applicant(s) management structure	Some information about the project management structure
Description of applicants	Company profile	Describe	Describe
	Key persons' CVs: technical know-how and expertise, business experience	Describe	Describe
	Infrastructures: labs, sw/hw development, production	Describe	Describe
	Description of relevant current products	Describe	Describe
External partners/ subcontractors identified/invol ved	<ul style="list-style-type: none"> • Known subcontractors • Unknown subcontractors 	Provide some preliminary info about the known/unknown subcontractors	Provide clear information: <ul style="list-style-type: none"> • For known subcontractors, how these have been selected, and how are integrated in the workplan and in the budget • For unknown subcontractors, what is the detailed selection procedure

FTI proposal basic information elements: Excellence

❖ Objectives

- Ultimate goal
- Detailed objectives (clear, **measurable**)

❖ Concept

- Sound & realistic, from the current stage of development up to the market

❖ Approach & methodology

- Credible
- A place to explain technical details and further info on the workplan

❖ State-of-the-Art (**SotA**) and **innovation**

- current stage of the technologies involved (Technology Readiness Level, TRL)
- description of SotA (technological)
- description of SotA (products/ services)
- elements of innovation (technological)
- elements of innovation (products/ services)

FTI proposal basic information elements: Impact

- ❖ Market outlook
 - **Demand from the market**
 - **User(s) profile**: needs & requirements
 - Business model
 - **Market analysis**
- ❖ Benefits for the applicants
 - **Enhancing new knowledge**
 - **Improved competitiveness**
 - Summary business plan
- ❖ Exploitation & dissemination
 - **Go-to-market strategy**
 - **Financing plan**
 - **Dissemination** of results
 - **IPR management** strategy (background, foreground, regulatory issues)
- ❖ Misc issues
 - **EU dimension**
 - **Alignment with** the impact expected by the **FTI WP**
 - **Environmental and social benefits**

❖ Workplan

- WPs
- Gantt, Pert etc.
- Deliverables & Milestones
- Resources

❖ Project management

- Management structure
- Management procedures
- Risk management

❖ Consortium

- Necessary (non-overlapping) & sufficient coverage of know-how and activities

❖ Description of applicants

- Company profile
- Key persons' CVs: technical know-how and expertise, business experience
- Infrastructures: labs, sw/hw development, production
- Description of relevant current products



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