Instructions on how to fill in the form

*(page to be removed at submission)*

*Applicants are kindly recommended to follow the structure of their application based on the following pages. They contain the questions that you need to answer, in line with the evaluation criteria.*

1. *The section structure must be kept as it is.*
2. *The proposal must have a* ***maximum length of 5 pages (max. 10 with annexes)****.*
3. *Font size of at least* ***11pt for text and at least 9pt for tables and charts.***
4. *Annexes are allowed, but please avoid bulky documents. Video link can be added as annex to the proposal.*
5. *Hyperlinks to external documents that answer a question are* ***not*** *recommended. Hyperlinks to your website, your pitch video or previous work you have carried out, are allowed.*
6. *Visual elements like charts, tables and screenshots are allowed, however, they must comply with the font size restriction (use your common sense) and page limit.*

***Please be as concise as possible in your application.*** *The clarity of your communication will be a critical factor in the initial assessment.*

***Please remove this guideline page and submit only the actual proposal.***

***Further information:***

*Please contact your local EIT RawMaterials Co-Location Center or the EIT RawMaterials Business Developer with whom you are in contact:*

*<http://eitrawmaterials.eu/about-us/our-locations/>*

Application form for Start-up funding by EIT RawMaterials

|  |  |
| --- | --- |
| **Start-up name** | Company name or project name  |
| **Contact person** | name | adress |
|  | e-mail | mobile |
| **EIT RawMaterials support** | CLC | BusDevs name |
| **Fast track funding demand** | Funding demand [€] in current year |
| **Measures aimed by fast track funding** | Measures in current year to be covered by fast track funding |
| **Company status** | Company founded in ... (year)/ to be founded ... in ...(year) |

# Business idea

## **Problems to be solved and its relation to EIT RawMaterials**

## **EIT RawMaterials scope (select only one)**

|  |  |
| --- | --- |
| [ ]  Mining exploration and raw materials resource assessment[ ]  Increased resource efficiency in mineral and metallurgical processes[ ]  Substitution of critical and toxic materials in products and for optimized performance | [ ]  Mining in challenging environments[ ]  Recycling and material chain optimized for End-of-Life products[ ]  Design of products and services for the circular economy[ ]  Other |

*Explain in few words how it fits to the chosen scope.*

 **1.3 Technology and knowledge assets**

|  |
| --- |
| ***NB: Instructuions to be deleted before submission****Describe the technology or intellectual assets that the business concept is based on. Describe origin and background and what underlying work that has been done (e.g. past projects).****IP****: Describe the results of any performed technology analysis regarding novelty, patentability IPR ownership and freedom to operate. Are there any patent pendings or applications for other property rights or brands? Who applied? What is the status? Shortly describe current plans for protection of intellectual property! What different strategies and forms of IPR can be used (patents, copyright, design, trade secrets etc)? Any other IP right to be obtained/licensed? Whom you should talk to? What are the terms?****Current development status****: has it been tested in laboratory, tested in simulated environment, in real environment, pilot cases, sold to first adopters,commercial version ready? How and on which scale have you assessed and tested the performance and functionality?* |

**2. Customer/Users’ Needs, Market, Competition**

**2.1 Customer/users needs**

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| --- |
| ***NB: Instruction to be deleted before submission****Which problems or needs do you solve? How important is the problem/need for your customer? How has the customer need been verified? Who is the customer (i.e who has the problem/need and is willing to pay for solving it)? Who are the users? Are there different customer segments? Provide some examples of potential customers.* |

**2.2. Market and Competition**

|  |
| --- |
| ***NB: Instructions to be deleted before submission******Market****: How big is the market? What is the growth rate? Who are the market players? Who are your direct and indirect competitors? What competing solutions exist? What alternative solutions exist that also solve the problem/need. Are there any market barriers or risks that you need to overcome? Are there any regulations and standardisations you need to be aware of and to comply with?* |

**3. Business Model / Got to market strategy**

|  |
| --- |
| ***NB: Instructions to be deleted before submission****What is your approach to solve the customers’/users’ problems/needs? What is the product/service to be sold to the customers? Why is your solution better than the competition and alternatives? What is novel and unique with your solution? (Unique selling proposition. What is the benefit/value for the customer by using your approach/solution? How large are the benefits in relation to the cost of your approach?* *How have/will you validate(d) your business model with the customers (e.g. piloting)? Have you engaged any discussion with early adopters, key partners/stakeholders/subcontractors? Do you have any established relationships with customers? What are the key steps and channels to reach the customers, make them adopt your solution?**Describe the impact of your business model on demand or supply of (critical) raw materials, minerals and metals.* |

**3.1 Revenue projections**

|  |
| --- |
| *NB: Instruction to be deleted before submission: Describe shortly the assumptions for revenue model.* |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Phases**  | **Year 0** | **Year 1** | **Year 2** | **Year 3** |
|  | **e.g. Prototyping** | **e.g. Piloting** | **e.g. Validation** | **Launch** |
| Units sold |  |  |  |  |
| Revenues (€) |  |  |  |  |
| Costs (€) |  |  |  |  |
| Profit (€) |  |  |  |  |
| Headcount (#) |  |  |  |  |
| Investment need (€) |  |  |  |  |

*Year 0 is the last year (revenue, profits and headcount can be zero).*

**4. Team**

|  |
| --- |
| *NB: To be deleted before submission:****For company to be formed****: Describe the team that will be involved in the Start-up. What resources/competence/experience does the team members have and need to recrute in short time? Describe shortly roles/ responsibilities/ estimated time- commitment within the Start-up. How do the team members cover their salaries?****For an established company****: Describe the ownship structure. Is there any other company involved ? Which companies in or outside EIT RawMaterials could act as strategic partners? Is there an ongoing dialog entered? Describe the management structure.*  |

**Team members**

|  |  |  |
| --- | --- | --- |
| Name, title | Background, experience | Role in this project |
| Dr. N.N | PhD. in material science, University of…, in 2000. Expert in …, experience in sales, marketing, R&D etc. | CEO, project leader |
|  |  |  |
|  |  |  |
|  |  |  |

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| --- |
| *NB: To be deleted before submission:* *Please mention if you have support from your local Entrepreneurial Support Service and / or incubator, and/or* *access to additional resources (personnel, facilities, networks, partners, investors etc.) to support your business? Is there any competence gap to be filled?* |

**5. Work plan**

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| *NB: To be deleted before submission:* *Describe how EIT funding will be used:* *1. Describe your development roadmap during the project and the expected results and TRL to be reached (milestones and deliverables in tables below).**2. Describe the financial need (4 year projection) and how you will use the funds. Please use the table with growth phase and major milestones and estimate investment required.* *3. Describe also the activities in each task and the resources to be used (person month, costs, subcontractors, consultants etc.)**4. Please provide also the risks that you have identified and how you will mitigate them.* |

## **5.1Activities and Milestones (table can be modified, provide Gantt chart as a separate document)**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Shortly describe the activities to be performed during the project** | **Milestone (means to verify success of the activity)** | **Deliverables** |  **Delivery month** | **Responsible person/consultant** |
|  |  |  |  |  |
|  |  |  |  |  |
|  |  |  |  |  |
|  |  |  |  |  |
|  |  |  |  |  |

## **5.2 Activities and Milestones (table can be modified, provide Gantt chart as a separate document)**

|  |  |
| --- | --- |
| **Internal costs (personnel related)** | **External costs** |
| **Activity** | **Hours** | **Rate** | **Total** | **Type of costs** | **Total** |
|   |   |   |   |   |   |
|   |   |   |   |   |   |
|   |   |   |   |   |   |
|   |   |   |   |   |   |
|   |   |   |   |   |   |
|  |  | **Subtotal internal (A)** | **€ 0** | **Subtotal external (B)** | **€ 0** |
|  |  |   |   |   | **Budgeted project costs (A+B)** | **€ 0** |

**6. Why should EIT RawMaterials fund you?**

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| --- |
| *NB: To be deleted before submission: Please provide a summary of the benefits and return of investment for EIT RawMaterials* |