*Application form*

Accelerator Program Phase 2, 2019

**Instructions on how to fill 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 12 pages (max. 6 pages with annexes)****. Please remove all the instruction texts.*
3. *Font size of* ***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.***

***A link for registration of Application by Lythi platform will be sent out by second week in January.***

***Further information:***

*Please contact your assigned Business coach at your Co-Location Center or Katarina Öquist, Business Developer at CLC North EIT RawMaterials.*

**YOUR LOGO**

**Application form for entry Acceleration Phase 2 funded by EIT RawMaterials**

|  |  |
| --- | --- |
| **Start-up name** |  |
| **EIT RM innovation Hub** | *(Ex, CLC North, East, Baltic, Central, West or South)* |
| **Contact person** | Name: | Address: |
|  | Position: | Gender: |
|  | E-mail: | Mobile: |
| **Application for ACP2** | Requested funding  *€ X.**(ACP 2, request funding maximum € 30 000 (including covering teams costs for mandantory 2 workshops in EU) Please explain under 5.3 how requested funding is planned to be spent.* |
| **Future Funding demand** | Funding demand [€] in current year |
| **Company status** | Incorporated Company founded in ... (year).  |

# Business idea

## **Short description of your idea**

*Explain in few words what is your business idea, what it does, for whom and what are the benefits.*

## **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.*

##  Technology and knowledge assets

### Technical Concept

*Describe the technology and the business concept. Describe origin and background and what underlying work that has been done (e.g. past projects). We encourage to use diagrams or photos.*

### Features and Benefits of your solution

*Describe the main features and benefits to the customers/users*

|  |  |  |
| --- | --- | --- |
| Features | Benefits | Value |
|  |  |  |
|  |  |  |
|  |  |  |

### Development status

*Please highlight in the table below* ***where you are currently*** *in the development stage and* ***where you aim to reach*** *after the end of the ACP program*

|  |  |  |  |
| --- | --- | --- | --- |
| **TRL** | **Technological Development** | **CRL** | **Business Development** |
| 1 | Basic principles observed | 1 | Hypothesis on possible needs  |
| 2 | Concept and/or application formulated | 2 | Identified needs in market |
| 3 | Analytical and experimental proof-of-concept  | 3 | First market feedback established |
| 4 | Validation in laboratory  | 4 | Confirmed problem/needs from several customers and/or users |
| 5 | Validation in relevant environment  | 5 | Established interest for product and relations with target customers |
| 6 | Demonstration in relevant environment  | 6 | Benefits of the innovation confirmed by partnerships and/or 1st customer testing |
| 7 | Prototype demo in operational environment  | 7 | Customers in extended product testing and/or first test sales |
| 8 | Actual system completed and qualified through test & demo | 8 | First product sold |
| 9 | Actual system proven in real environment | 9 | Widespread product sales |

### Intellectual Property

*What forms of IPR do you have (patents, copyright, design, trade secrets etc.)? Who own them? Any other IP right to be obtained/licensed? What are the terms?*

|  |  |
| --- | --- |
| **Type of Intellectual Property** | **Description** |
| Patents |  |
| Licenses |  |
| Copyrights |  |
| Trademarks |  |
| Know-how and trade secrets  |  |

# Customer/Users’ Needs, Market, Competition

## Customer/users’ needs

*Which problems or needs do you solve? Who is the customer (i.e. the one who pays)? Who are the users? Are there different customer segments? Who will be the first adopters?*

## Market

*How big is the market? What is the growth rate? Who are the market players?*

## Competition

*Who are your direct and indirect competitors? What competing solutions exist? What alternative solutions exist that also solve the problem/need.*

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Features** | **Your innovation** | **Competitor 1** | **Competitor 2** | **Competitor 3** |
| *Feature 1* | √√√ | √ | √ | √ |
| *Feature 2* | √√√ | √√ | √√ | √ |
| *Feature 3* | √√√ | √ | √ | √√ |
| *Your Unique Value Proposition (USP)* |  |

## Market Barriers / Risks

*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?*

# Business Model / Go-to-Market / Finance

## Business Model

*How will you generate revenues? Who will pay? When will you be ready to sell?*

## Revenue projections

*Shortly describe the assumptions for revenue model in the table*

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **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).*

## Cash flow

*Insert your cash flow prognosis for the next 12 months.*

## Go-to-market Strategy

 *What are the key steps and channels to reach the customers, make them adopt your solution? How to validate your business model with pilot customers? How will you establish relationships with key partners/ stakeholders /subcontractors?*

## Impact on EIT RawMaterials’ value chain

*Describe how your solution will impact the Raw Materials sectors. Which companies are likely to buy your solution. Which companies do you wish to collaborate during your project?*

# Ownership & team

## Ownership

*Describe the ownership structure, (founders, investors).*

|  |  |  |  |
| --- | --- | --- | --- |
| Name, title, | Percentage share | Valuation | Date issued |
| *Founder 1* |  |  |  |
| Founder 2 |  |  |  |
|  |  |  |  |
| Investor 1 |  |  |  |
| Investor 2 |  |  |  |

## Founders & senior team members

*Describe the management team / senior members and gender balance when relevant.*

|  |  |  |  |
| --- | --- | --- | --- |
| Name, title, gender | Background, experience | Role in startup, time dedicated to startup | Other (paid) jobs / obligations (describe) |
| *Dr. N.N (F)* | *PhD. in material science, University of…, in 2000. Expert in …, experience in sales, marketing, R&D etc.* | *CEO, 100%* |  |
|  |  |  |  |
|  |  |  |  |
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|  |  |  |  |

## Support network and competence gaps

*Please mention if you have support from your local incubator/ accelerators and/or* *additional resources (personnel, facilities, networks, partners, mentors, investors etc.)? Is there any competence gap to be filled?*

## Partnership with EIT RawMaterials partners

*Which companies in or outside EIT RawMaterials could act as strategic partners? Is there an ongoing dialog entered? Have you identified EIT RM partners or other partners valuable to contact or interview, please present below.*

# Work plan

|  |
| --- |
| *NB: please delete this box before submission:* *Describe how EIT funding will be used:* *1. Describe the activities during the ACP program and the expected results (milestones and deliverables) as well as TRL/CRL to be reached**2. Describe also the resources to be used (costs, personnel, subcontractors, consultants etc.)* |

## ACP objectives

*Please describe shortly your ACP objectives and expected results, e.g. validate prototype with pilot customer at month 3.*

## Activities and Milestones (table can be modified, Gantt chart can be attached in annex)

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Shortly describe the activities to be performed during the project** | **Milestones** | **Deliverables** |  **Delivery month** | **Responsible person/consultant** |
|  |  |  |  |  |
|  |  |  |  |  |
|  |  |  |  |  |
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## Cost estimate (please use the provided excel template)

|  |  |
| --- | --- |
| **Internal costs (personnel related)** | **External costs** |
| **Activity** | **Hours** | **Rate** | **Total** | **Type of costs** | **Total** |
| *Workshop 1+2* |   |   |   | *Travel workshop 1+2* |   |
|   |   |   |   |   |   |
|   |   |   |   |   |   |
|   |   |   |   |   |   |
|   |   |   |   |   |   |
|  |  | **Subtotal internal (A)** | **€ 0** | **Subtotal external (B)** | **€ 0** |
|  |  |   |   |   | **Budgeted project costs (A+B)** | **€ 0** |

## Interview list of Identified customer or stakeholder

## *Have you identified EIT RM partners or other Stake holder/ partners valuable to contact and interview, please present below.*

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Organisation name** | **Role in your valuchain****(customer/ supplier etc.)** |  **Contact person** **Identified Y/N** | **Ongoing dialog** | **Signed agreement** |
|  |  |  |  |  |
|  |  |  |  |  |
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|  |  |  |  |  |
|  |  |  |  |  |

## Risks and mitigation measures

*Please describe if you foresee some risks, which may potentially deviate the project objectives and how to mitigate them.*

# Long term impact and growth expectations

## How many jobs do you expect to create within the next 3 years?

## How much capital or fund do you expect to attract within the next 3 years?

# What is your suggestion about backflow to EIT RawMaterials?

*Please suggest a potential backflow model you are likely to adopt when achieving your growth expectations.*

|  |  |
| --- | --- |
| Possible Backflow Model | Your Explanation |
| Pay back the allocated funding in full | *text* |
| Convert the allocated fund into equity in the venture | *text* |
| Become member of the EIT RawMaterials | *text* |
| Further use EIT RawMaterials service offering | *text* |
| Suggest your own back-flow scheme | *text* |

# Relevant Annexes (bulky diagrams, GANTT chart, link to video, awards etc. No more than extra 5 pages)

* *List them here*