Appendix 3 – Development of a Go-To-Market strategy (for .GTM proposals *ONLY*)

|  |  |  |
| --- | --- | --- |
| **Lead Partner** | [Lead Partner’s name] | |
| **Innovation Hub (CLC)** |  | |
| **Proposal Coordinator** | [Name and surname] | [Institution] |
|  | [e-mail] | [Mobile number including country code] |
| **Proposal short title** | [Title of this proposal – please use the same acronym used in BlueBook for the existing project, followed by -GTM] | |
| **Segment (choose one or more)** | [ ] – Upscaling  [ ] – Education – specify type [PhD, Master, LLL, WSL]  [ ] – RIS  [ ] – Internationalization | |
| **Brief description of new proposal** | [Brief description of the proposal – Executive Summary or Popular Description] | |
| **List of Partners involved in this proposal** | [List of Partners in the Consortium] | |

|  |  |
| --- | --- |
| ***Existing related project*** | |
| **Name of existing project** | [Acronym of the existing related project as reported in BlueBook] |
| **Segment of original project (choose one or more)** | [ ] – Upscaling  [ ] – Education – specify type [PhD, Master, LLL, WSL]  [ ] – RIS  [ ] – Internationalization |
| **Lead Partner and list of Partners in the original project** | [Name of lead Partner and of the other Partners in the Consortium] |
| **Brief description of original project** | [Brief description of the original project – Executive Summary or Popular Description from BlueBook] |

***1. Product/service***

# [Describe the product/service that will be launched to the market, including:

# Product/service, its Unique-Selling-Point (USP), and its competitive advantage;

# Market analysis (e.g., how big is the market and the expected market share, CAGR, who is the customer, competitors analysis, customer analysis, market segmentation, etc.);

# Benefits (for the consortium, the customers and the KIC);

# Finance, a P&L statement over 5 years;

# Marketing Plan, including 4Ps (Product, Price, Place, Promotion);

# Timeline.]

***2. Statement on novelty***

# [Please state if a Go-To-Market plan was already identified in the original proposal (if so, please explain why additional funding is requested now). Funding requirements and activities must be fully described in the Go-To-Market Work package in SeedBook.]

***3. Statement on performance***

# [Please provide evidence of the good performance of the original project to date.]

***4. Additional benefit***

# [Briefly explain the benefit, financial and non-financial, of this proposal’s activities to a) the consortium, b) the KIC.]

***5. Additional impact***

# [List and outline, with specific reference to the original KPIs, deliverables and outputs, the additional impact that will be achieved.]

***6. Financial backflow and any other changes to the original project***

# [Briefly list and outline any other changes to the original project (e.g., inclusion of other partners) and any additional financial backflow to the KIC.]

I hereby declare that the information provided above is accurate and correct. I understand that funding is contingent upon the conditions outlined in the ‘EIT Raw Materials 2020 Fast-Track Call - Instructions and process description’.

[Insert your name and date here] [Insert your signature here]

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Name and date Signature