*Please fill out the form accordingly (2-page max + annex 1 page max): Delete all the guidance text in blue for the final version, save it in PDF format and attach it to the online application you can find* [*at our website.*](https://eitrawmaterials.eu/raw-materials-and-circular-societies-prize/)

Idea name or ACRONYM

Long Title

Date:

|  |  |  |
| --- | --- | --- |
| **Contact person** | Name | Address: |
| E-mail: | Mobile: |
| **Country** |  | Team submission: (Yes/No)  *If yes, please provide the names of the other members of the team.* |
| **Affiliation if any:** |  | |
| **Company status** | *Company founded/ to be founded*: (*name, country, year*) | |

1. Short Description of the idea

Description of the problem you address and your proposed solution and its benefits/Novelty. (3 sentences).

1.1. Detailed description of the problem and your innovation to solve it

*Please explain how your innovation fits to the Raw Materials and Circular Societies Prize. Use the visual element if it enhances understanding of your innovation and does not give away the core secret.*

*Clear, concise description of what your innovation is. Wording should be understandable by a person not familiar with this technology, while an expert will appreciate its originality. State its unique capabilities, especially those that distinguish it from existing, competing or alternate solutions.*

1.2 The concept behind your solution

*How novel is your idea? What is the technology/ science underpinning the opportunity? What is the business model behind it and how innovative it is? What is the history of the idea (past projects from which it was generated, how customer needs were detected)? What is its development stage (Idea/Concept, Validated/piloting with first adopters or Ongoing business/first sales; please explain contact and activities developed with potential customers, you can also refer to Customer or* [*Technical Readiness Level framework*](https://ec.europa.eu/info/funding-tenders/opportunities/portal/screen/support/faq/2890)*)?. Is the idea protected/protectable? Do you need to pay license to anyone/company?*

2. Circularity impact of your solution

*Clearly explain how your idea connects to material circularity as well as how it contributes to increasing the share of secondary materials and reduce the use of virgin materials. Quantify this impact in terms of materials and economic value, as well as other intangible impacts that it may provide. A demonstration of emission reduction through the innovations is evaluated positively. Life Cycle Analysis approach can also be valuable.*

3. Users/Customers/Market

*Who are the targeted users/user groups/customers? What are the benefits of your solution? What are your competitive advantages? What is the market size? Growth trends? How does your idea fit in the current market trends and how replicable and scalable is your solution?*

4. Team

*Shortly describe the team’s expertise, track record in industry or any excellence evidence, LinkedIn or Facebook profile link. More details on team members will be requested at the online registration form.*

5. Development roadmap

*What are the main components to be developed? Ideally, you may include your go-to-market strategy and a rough estimate of the costs and time needed to reach the market.*

6. Other information

*You might include here other information that make your idea stand out: e.g. prize, awards received earlier, investment attracted, your potential to create impact in the European society. Pictures, videos, presentations or other material accessible online can be outlined and linked in this section.*