



# Template for Upscaling DRAFT proposal

The DRAFT proposal for KAVA 12 Call should not exceed 5 pages and must contain the following sections. Please use the present document as the template for your DRAFT Upscaling proposal.

## 1. Executive summary (maximum ½ page)

Please describe the challenges that the project will address and explain how the objectives of the upscaling project will contribute to tackle these challenges. The expected outcomes and final results of the project must be clearly stated.

## 2. Composition of the consortium (maximum ½ page)

Please give a short description of the consortium, with main role for each partner of the consortium.

## 3. Addressing the Stage 1 Criteria (maximum 4 pages)

Please provide information explaining how the project is going to address the following stage 1 criteria.

### a. Alignment with the Lighthouse topics

The DRAFT proposal should clearly explain the proposal's objective and demonstrate how it is aligned to the expected impact in the Strategic Agenda 2021-2027. The selection of one of the LH as well as one of topic must be clearly stated, and the proposal should describe very concretely how it fit with it

### b. High impact and Innovativeness

The proposal should clearly state what is the impact of the solution by the selection of appropriate KPIs with targets (nb of jobs created, nb of product launched, nb of start up created, amount of investment attracted...). and give strong argument supporting the 2 following EIT Core KPIs,



- KPI EITHE02.4 : number of innovations launched on the market with a sales revenue of at least 10 K€ documented
- KPI EITHE04.4 : start-ups created having a financial transaction of at least 10 K€ for a service/product sold to customers

The innovativeness of the solution should be clearly justified with a description of the state of the art and the inclusion of a table describing the competitive advantage of the solution versus available one(s) already in the market (price, properties, environmental footprint...)

The TRL level should be clearly supported by past project results, and if the solution could potentially lead to an investment project (for example via the European Raw Materials Alliance), briefly describe the continuation of the project.

### c. Commercial attractiveness

To support the commercial attractiveness, please clearly identify the products and/or services, how will you produce and deliver them it and how do you intend to sell it, who are the end users and customers (list potential ones, are they part of your project consortium?), what is the market dynamics and forecast, what is your business model. Important information to cover could be : pricing range for your product/service, expected production capacity, CAPEX and OPEX, sales ramp up, service and coverage expansion plans, accurate market data preferably from real customer(s) which are supporting your market analysis, market size and forecast, time to market of your product/service and additional investment if needed.

### d. Commercialization capacity

The DRAFT proposal must demonstrate the commercialization capacity of the project, by answering the following questions: Who will produce what? Who will commercialize what? What is their role during the project? what is the background of the members of the commercialization organization? Do you have access to the potential end user and future customers for validation and piloting ? Important information to cover could be: if several products/services are to be launched who will be responsible for their commercialization, under what business model and how is the agreement between involved partners. This shall include IP provisions and secured access to IP for exploitation and if it is the case on IPR commercialization



### e. Value creation to the organization

Your draft proposal should indicate the proposed structure through which the investment would be made, for example, the participation in the equity of the company undertaking the project or the participation in the equity of a spin off special purpose company (SPC) through which a project is undertaken with one or more sponsors. The following informations on the legal entity in which the proposed investment would take place should be provided: ownership of IP rights, economic and legal relationships with sponsors; and proposed shareholder structure of the legal entity including that of EITRM. Your draft proposal should also include the forecasted revenues, opex and EBITDA levels for the medium to long term, the forecasted capex requirements and the forecasted change in working capital requirements. Your draft proposal should further indicate your strategic plan for the project that is being developed, including thoughts on a potential exit for EITRM from its investment.

In case you do not propose an equity participation for EITRM, which is the preferred structure, but rather a backflow structure, please indicate the motivation for preferring backflow over equity participation, the payback period and prospective returns, the expected Backflow from revenue sharing and profit sharing arrangements, the conversion option into equity and how the backflow arrangement would be legally and economically ringfenced.