1st Project Writing Camp:

Developing a successful proposal for the

SME Instrument Phase II

Name of the organization and participant

Section 1 - template

# Excellence

##  Objectives

* Describe the specific objectives for the project, which should be clear, measurable, realistic and achievable within the duration of the project. Objectives should be consistent with the expected exploitation and impact of the project.

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| **O1** |  |

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| **O2** |  |

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| **O3** |  |

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| **O4** |  |

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| **Objective** | **Success Indicator**  | **Timing/ Related WP** |
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##  Relation to Work Programme

* Indicate the work programme topic to which your proposal relates, and explain providing sufficient details, how your proposal addresses the specific challenge and scope of that topic, as set out in the work programme, both in the long term (Phase 2) and in the first year action (Phase 1)

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| **PRIORITY OF THE TOPIC** | **Your Project Response** |
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##  Concept and methodology

*(a) concept*

* Explain how your innovative solution will solve the problem and/or use the business opportunity.

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| **PROBLEM** | **YOUR SOLUTION** |
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* Describe the current stage of development of the innovation. Where appropriate, mention key milestones that led to the current stage (e.g. prototype, field trials, pilot studies with intended end-users and/or potential clients).
* Describe the positioning of the business innovation project, e.g. where it is situated in the spectrum from ‘idea to application’, or from ‘lab to market’. Refer to Technology Readiness Levels where relevant. (See [General Annex G of the work programme](http://ec.europa.eu/research/participants/data/ref/h2020/other/wp/2016_2017/annexes/h2020-wp1617-annex-g-trl_en.pdf)).

Key Milestones Achieved until TRL6:

*(b) methodology*

* Describe what you want to achieve in the feasibility assessment. Explain the methodology, distinguishing, as appropriate, activities linked to assess the technological/technical/practical feasibility and economic viability (e.g. market studies, customer survey, etc.).

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| **ACTIVITY** | **PURPOSE ?** ***(To assess technical/ economic or practical feasibility?)*** |
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* Describe how your project intends to develop something new to Europe that addresses EU-wide/global challenges

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| **High-level European policies or European policies with regional focus** |
| **…** |

## Ambition

* Explain the novelty of your innovation business project. What do you envisage as key market application of the innovation project result?

*What is NEW and DISRUPTIVE*:

* Explain the envisaged solution (products, processes, services etc.) and highlight the advantage of your (expected) solution with respect to competing solutions; how does it provide more added value to potential customers? Provide a preliminary comparison with alternatives solving the same or similar problems. If appropriate, compare to state-of-the-art research and known commercial initiatives. This could include costs, environmental benefits, ease-of-use or other features.

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| **Disadvantages of the State of the Art** | **Advantages of your solution** |
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