Guidelines for completing the template for project descriptions and the application form

Guidelines for how to fill in the template for project descriptions

The guidelines illustrate how the information under each item of the project description relates to the various relevant assessment criteria. You are not required to answer all of the questions, unless specifically stated. Use the instructions and questions that are most suitable to describe and expand on your project and business idea.

"Project title"

The title should not contain information of a confidential nature.

1. "Business idea"

1.1 "Brief description of the business idea"

Key issues to address under this item may include:

- What business opportunities does the project represent?
- What makes your business idea unique and innovative?
- Whose problems will you be helping to resolve, and what are the needs of the end-users and customers?
- How and to whom will you be selling the solution?

1.2 "Origin of the business idea"

Describe how the business idea is based on the knowledge the students have obtained through their studies.

If the business idea is based on research results from a publicly funded research institution you must specify the distribution of ownership rights.

2. "Customer insight and customer involvement"

2.2 "Customer insight"

Describe the various opportunities represented by the concept or technology on which the business idea is based. Are there multiple application areas for different customer and end-user segments?

One way to illustrate this is by formulating brief hypotheses for problem/proposed solution for each customer and end-user sub-segment.

Example of a problem/proposed solution for a technology per customer and end-user sub-segment:

<u>Problem/proposed solution 1)</u>

Problem 1: Farmers are focused on optimisation of agriculture, and "precision agriculture" is a hot topic. Moreover, more stringent regulatory requirements regarding the use of pesticides have been

introduced. The farmers need information about X, Y and Z to optimise agriculture because the slope of the soil line means that different amounts of fertiliser should be applied in different places.
Proposed solution 1: Our solution involves ………. and will give the farmers information about X, Y and Z, thereby enabling them to cut costs, increase production per unit of land and reduce emissions to watercourses.

…

Problem/proposed solution X)
Problem X: Insurance companies have imprecise data and would like to undertake more realistic insurance valuations. Data is currently gathered manually, with individuals taking measurements on site. This is both dangerous and time-consuming.
Proposed solution X: Our solution will enable insurance companies to gather data quickly on the extent of damage in the affected area in a safe, cost-effective manner. This will provide a sound basis for more precise insurance valuations. It will also be possible to use this data to document what has actually happened.

Describe which customer and end-user segment the project will be targeted towards in the first commercialisation phase and explain why.
It may be wise to give some consideration to the following aspects:

- shortest time to market in terms of the need for development;
- easiest introductory sales (the least "conservative" industry, least red tape, rapid decision-making process);
- proximity to the customers and end-users combined with the network and competencies of the project team.

(The customer segment of first priority does not have to be the one with the largest commercial potential, but may instead be the segment where the customers are the most willing to test something new.)

Describe what you will collaborate on, deliver or sell to the initial customers.
Examples include:

- a "minimum viable product" (pilot/simplified version of a final product);
- a "free product" that facilitates the production of the final product and a willingness to pay for it;
- a part of the final solution where collaboration with other actors will be required to deliver the entire solution.

Who is expected to be the initial, paying customer, and what is important to that customer?
(Projects are not required to receive payment from the initial customer during the course of the project period, but applicants should demonstrate an understanding of what the customer is indicating must be in place for that customer to take a decision. This should influence the focus of the STUD-ENT project and the development activity.)

2.3 "Customer involvement"

Here you can indicate surveys you have already conducted among the various customer and end-user segments, any partners, etc., and describe plans to promote customer involvement.
Upload any letters/statements of intent you may have from potential customers, end-users, partners or relevant stakeholders as attachments to the grant application.

Key issues to address under this item may include:

- Who/which groups have been involved in the project thus far, and what is the nature of their involvement?
- Have you identified potential stakeholders for this project?
- How do you plan to involve customers/end-users in the development of your solution?

3. “Market insight and commercial potential”

3.1 “Market insight”

Key issues to address under this item may include:

- Describe the value chain for the first customer and end-user segment. (Include an illustration as well, if relevant.)
  - Whom does the customer wish to buy the solution from?
  - Where and how will the solution be marketed and sold?
  - Where in the value chain are you located?
  - Who are the other actors in the value chain?
  - What are the market drivers, and who has the power to make decisions?
- What type of value will be created for the customers, end-users and any partners?
  - What are the customers willing to pay for, and how?
  - What are the customer's revenue streams?
- Describe the competitive situation.

3.2 “Commercial potential”

Describe the commercial potential in NOK in relation to:

- The short-term plan and the first customer and end-user segment.
  (The description of the commercial potential should be based on realistic assumptions. In situations involving an entirely new solution it is often appropriate to take a bottom-up approach.)
- The long-term plan and the description provided under item 2.2.
  (The description of the long-term commercial potential may involve more approximation.)

4. “Realisation of the business idea”

4.1 “Financing after conclusion of the project period”

Very briefly describe your ideas regarding how to finance the realisation of the business idea once the project period has been concluded.

- Will the project have paying customers during the course of the project period?
- Will the project be dependent on other public support schemes once STUD-ENT funding has been terminated?
- Will the project need to prepare an investor case during the course of the project period?

4.2 “Regulatory issues and IPR”

Very briefly describe any regulatory issues that must be addressed and/or considered, and whether the project has any intellectual property rights (IPR) that can be protected.

4.3 “‘Achilles heels’ of the project”

Very briefly describe the most important “Achilles heels” of the project. *What can bring the project to a halt, and what are the plans for dealing with this?*

5. “Team and resources”

5.1 “Project team”

The table below <u>must</u> be used to describe the core team for the company/planned company.
Any comments to the table regarding, for example, the team’s motivation or the background of the composition of the team, should be provided below it.

Core team (The team members to be listed and described here are the individuals who have positions/planned positions in the company that will be realising the business idea.)				
Name	**Position and responsibility** e.g. CEO and project manager	**Relevant experience** Use keywords to describe the most relevant experience for the project and the company. Detailed experience and background are to be provided in a CV attached to the grant application.	**Percentage of full-time equivalent**	**Student or recent Master's degree graduate?** Specify either "Bachelor's", "Master's, year 1", "Master's, year 2", or "Recent graduate". (Recent graduates must have received their diploma maximum one year prior to submission of the grant application.)

The table below <u>must</u> be used to describe the mentors affiliated with the project.

Mentors (The individuals to be listed and described here are the mandatory academic mentor from the research environment at the university/university college and the mandatory commercial mentor.)		
Name	**Workplace, position and responsibility** e.g. associate professor, Department of Informatics, University of Oslo, and academic mentor	**Relevant experience** Use keywords to describe the most relevant experience for the project.

5.1 "Other contributors, potential partners and subcontractors"

List any other resource persons, partners and/or subcontractors and describe what they will be contributing to the project.

If the project does not have any of the above affiliates yet, you may describe the type of competencies that the project will need during the course of the project period and how you plan to find these.

5.2 "Contribution from the university/university college"

The project must have the formal support of a relevant research environment at a university/university college.

You should therefore attach importance to explaining the relevance of the contributions from the research environment and university/university college, particularly from a scientific perspective, and how they will help to provide a foundation for ensuring that the project can achieve its targets. The table in the "Template for project descriptions" <u>must</u> be used to describe the contributions from the university/university college.

6. “Project plan and budget”

6.1 “What is the primary objective of the STUD-ENT project?”

What can the project realistically achieve? How can the project pave the way for the next step in the realisation of the business idea?

What needs to be proven, verified or documented to pave the way for the next step in financing? Who is the key player in the process: an investor, a customer or a partner? What, according to this player, must be in place for it to take a decision?

6.2 “Milestones and activities plan”

This plan should reflect a cohesive, realistic project that includes both commercial and development-related milestones and activities. Together, the milestones and associated activities should describe what must be implemented to realise the project, independent of whether the activities will require funding or who will be funding the various activity packages.

Use the table below or devise your own table. Use the same numbering for the milestones and activities in this table as used in the electronic application form, but you may provide further details here.

MILESTONES AND ACTIVITIES	
Milestone Describe the milestone. Examples: finalised strategy for raising capital and investor case to be presented to identified investor groups; prototype 1 that demonstrates … and which will be presented to potential partners at the trade fair in …; top three production partners identified and mapped; user testing conducted to identify critical parameters on which product development must focus; finalised IPR strategy; etc.	
Description of activity Describe what will be done in concrete terms. Together the activities associated with the relevant milestone are to describe what must be done to achieve that milestone.	**Actors involved in the activity** Describe who will be involved in the activity: the end-user/customer group, subcontractors, partners, specific research groups at the university/university college, etc.
Milestone 1:	
Activity 1.1:	
Activity 1.X:	…
…	
Milestone X:	
Activity X.1:	…
Activity X.X:	…

6.3 “Budget”

The budget does not have to be very detailed, but it must describe plans for project financing and must reflect the cost drivers for the project. You must also document how the project will prioritise use of available funding in a smart, strategic manner.

In addition, briefly address the following:

- What type of funding has the project received previously?
- Has STUD-ENT funding been sought for the project previously?
- Are other types of public funding being sought for the project alongside this application for STUD-ENT funding?

How to create an application and access the application form

1. Click here: [Call for STUD-ENT funding.]
2. Click on "Choose" next to "STUD-ENT funding– 2017" (at the top of the page).
3. Please read the call for proposals and the requirements carefully to ensure that you are qualified to seek funding under this scheme.
4. Click on "Choose" next to "Other support" (at the top of the page).
5. Please read the requirements and criteria for this type of application carefully.
6. Tick the box "I confirm that I have read and accept the conditions set out in the three steps of this call for proposals."
7. Click on "Create new application".
8. Log in to "My RCN web" or register as a new user.
9. Fill in the necessary information and click on "Create application".
10. You now have access to the application form and can begin filling it in.

Guidelines for filling in the application form

The instructions under the various sections in the application form must be followed.

"Project Owner"

- The Project Owner must be a Norwegian university or university college.

"Project administrator"

- The project administrator must be authorised to approve the project at the departmental level.

"Project manager"

- The project manager is to be the driving force behind the project and must have:
    a) planned to submit his/her Master's thesis by at the latest six months after submission of the grant application;
    or
    b) received his/her Master's diploma at the latest 12 months prior to submission of the grant application.

"Project period"

- The project must have a timeframe of one year. The earliest permitted project start is 1 April 2017 and the latest permitted project start is 1 October 2017.

"Main activities and milestones in the project period"

This plan must reflect a cohesive, realistic project that includes both commercial and development-related milestones and activities. Together, the milestones and associated activities should describe what must be implemented to realise the project, independent of whether the activities will require funding or who will be funding the various activity packages.

- Describe the milestones and associated activities as follows:
    - Numbering:
        - Milestones are to be numbered from M1–MX;
        - The activities for each milestone are to be numbered from A1.1–A1.X for milestone M1, A1.X–AX.X for milestone MX.
    - Examples of how to describe the milestones and activities:
        - M1: Finalised initial prototype
        - A1.1: End-user survey
        - A1.2: 3D printing

- A1.X: ...
- ...
- MX: Investor case
- AX.1: Develop business model
- AX.2: Identify partners
- AX.X: ...

General information about the cost plan and funding plan
The cost plan and funding plan, like the milestones and activities plan, must reflect a cohesive, realistic project. Thus, if the project has received funding, or is planning to seek funding, from other public or private actors than the Research Council during the project period, the total costs and total amount of funding may be greater than the amount of funding sought under the STUD-ENT scheme.

Disbursements from the Research Council will take place in instalments of 50-30-20 per cent of the allocated amount, and the project must be planned accordingly.

- The first disbursement, which will be 50 per cent of the allocated amount, will be made once the contract has been signed with the Research Council.
- The second disbursement, which will be 30 per cent of the allocated amount, will be made after the mid-term report documenting the progress of the project has been approved.
- The third disbursement, which will be 20 per cent of the allocated amount, will be made after the final report has been submitted and approved.

"Cost plan"

- Further specification of the individual items in the cost plan must be provided in the specification field:
    - Specify who will be receiving a salary and the amount they will be receiving. ("Payroll and indirect expenses" must be identical to the salary that is actually paid out.)
    - Equipment costing over NOK 50 000 must be specified.
    - Smaller procurements are to be included under "Other operating expenses".
    - If the project is receiving/planning to receive funding from other public and/or private actors, a description must be provided of which costs this funding will be used to cover and the specific amounts, based on the milestones and activities as numbered under "Main activities and milestones in the project period".
- The plan must reflect actual costs to be incurred during the project period, and these must also be identifiable in the company accounts. Costs can be entered in the accounts from the start of the project period.

"Cost code"

- It is important that the cost code corresponds to the cost item. For example, costs for procurement of R&D services from a university/university college are to be entered under "Universities and university colleges"; costs in connection with companies affiliated with a research institute are to be entered under "Independent research institutes"; costs related to consultancy firms are to be entered under "Trade and industry"; costs related to municipal agencies are to be entered under "Other sectors"; and costs for procurements from abroad are to be entered under "Abroad".

"Funding plan"

- The funding plan must show how the costs are financed/planned financed, and the total amounts must be identical to the total costs.
- If the project is receiving/planning to receive funding from other public and/or private actors, this funding must be entered in the funding plan and entered in the specification field.

    - Specify whom you are receiving/planning to receive funding from and how much. For example: Innovation Norway, commercialisation support, NOK 600 000.
- If the project has received support from other public or private actors prior to the start of the project period, this is not to be entered in the funding plan, but must be entered in the specification field.
    - Specify whom you have received funding from and how much you have received. For example: Innovation Norway, premarket evaluation support, NOK 100 000.

"Partners"

- Partners are not to be listed in the application form.
    - STUD-ENT projects are not required to have partners. If partners are listed in the application form, they must satisfy a number of formal requirements from the Research Council, such as documentation of collaboration agreements, reporting, etc.
    - Any partners and subcontractors may be listed and described in the project description.

A complete grant application for STUD-ENT funding consists of the electronic application form and the following mandatory attachments in PDF format:

1. **Project description**
   (Mandatory attachment; the STUD-ENT scheme's template must be used.)
2. **Shareholder declaration**
   (Mandatory attachment; the STUD-ENT scheme's template must be used.)
3. **Project described in keywords**
   (Mandatory attachment; the STUD-ENT scheme's template must be used.)
4. **Documentation regarding Master's degree**
   (Mandatory attachment; either the STUD-ENT scheme's template or an individually devised template may be used.)
5. **Declaration regarding rights**
   (Mandatory attachment; either the STUD-ENT scheme's template or an individually devised template may be used.)
6. **CVs for the project manager and key project members**
   (Mandatory attachment; maximum one A4 page per project member; an individually devised template may be used.)

Letters/statements of intent may also be attached.

Grant applications that do not include the mandatory attachments (i.e. where these have not been uploaded and submitted together with the application form) will be rejected.