# Project Technical Annex

**Instructions:**

***Maximum 5 pages***

***Minimum font size: Arial 11, margins of at least 1 inch top/bottom/sides, single space.***

***You can delete all text in red as they are indications to help guide you in the preparation of your proposal.***

## **Section A – Excellence**

**1.1 Objectives**

*Who you are? Which is your concept? What’s the challenge addressed?*

*Project objectives*

**1.2 Innovation potential**

*Background and state of the art*

*Innovation potential within SME(s)*

*Innovation potential within the ecosystem*

**1.3 Feasibility of the project**

*Feasibility of the project*

## **Section B – Impact**

**2.1 Value proposition and impact**

*Current value proposition*

*Market generation potential and total market size and growth-rate envisaged*

*Alignment of the proposal with the overall strategy of the applicant SME;*

**2.2 Route to market and scale-up of adoption**

*Strategy for market launch*

*Estimated added value of the proposed product, service or business model*

*Relevance of societal, gender and environmental related issues addressed.*

## **Section C – Quality and efficiency of implementation**

**3.1 Workplan, methodology and risk mitigation**

*Consistency between objectives, impact, approach and proposed activities*

*Action plan for launching to market and validating the innovation including timeframe, marketing, and validation strategy with KPIs.*

**3.2 Team**

*Experience of the team*

*Subcontractor(s) experience (if any)*

*Availability of resources*

**Detailed workplan**

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| --- |
| **Task 1 – Business plan for exploitation of the adopted processes (mandatory)** |
| Description of task |  |
| Outcome & deliverables |  |
| Start date |  | End Date |  | Total costs for task |  |

|  |
| --- |
| **Task 2 – Title**  |
| Description of task |  |
| Outcome & deliverables |  |
| Start date |  | End Date |  | Total costs for task |  |

|  |
| --- |
| **Task 3 – Title**  |
| Description of task |  |
| Outcome & deliverables |  |
| Start date |  | End Date |  | Total costs for task |  |

(copy tasks as needed)

**Add a GANTT chart with calendar of activities for implementation.**