# <Name partner>

This information WILL be shared with the external experts.

To be completed by each partner individually.

* The structure of the document, including the headers, should not be changed. It is allowed however to add subheadings.
* Please preserve the layout of the document. Mind copy pasting from other documents.
* Please delete all instructions and guiding information for completion (purple print) from the completed template!
* Don’t forget to insert the acronym of your project and your name in the footer and one the first page.
* This document should always be submitted in English, for the benefit of the international referees.
* For an overview of the different sections of the Full proposal and to see who needs to submit what, please have a look at the template “Full proposal A-B”.

**Character limits**

* There are strict character limits in place. Exceeding these limits will result in none-eligibility of the full proposal.
* For section B, the character limitation has been set as follows: **maximum 14.500 characters** per partner.
* Bear in mind that this concerns a maximum and that a good application doesn’t necessarily need the maximum length.
* These character limits are excluding spaces and excluding pictures, but including everything else such as (but not limited to): titles, subtitles, tables, footnotes, endnotes, references, …

## Brief presentation of the external partner

Provide a very brief presentation of the partner, typically 5-10 sentences.

## Valorization information from the external partners

The information in Section B (and Section C) will be used to determine whether the proposed project offers sufficient economic potential. After all, this valorization potential makes up the 2nd most important criterion in the selection of projects for funding.

Part B2 handles the more general information about the business case, relevant project results and the market for them and how the company intends to valorise. This section will be disclosed to the external experts, for them to get a clear view on the realistic value of the proposed innovation.

Section C (to be filled in by all external partners, requesting funding from Agentschap Innoveren & Ondernemen or Innoviris or not requesting funding at all) handles additional information on part B. This section will not be disclosed to the external experts.

### Products and market position

Briefly list the company’s major products/services or product lines. If possible, provide general figures concerning market position, export quotas, client structure and competitive position.

For international companies (groups): list the different departments in the Flemish branch(es), illustrate the position and the importance of these departments in the international concern and the importance of the current project for the Belgian branch(es).

Starting companies, that cannot present a track record of business activities yet, should mention the relevant experience of the founding partners in their former (and/or current) function. Also add a concise curriculum vita of the founder(s) of the new company. If a founder is still involved in activities, other than those for the newly founded company or the company to be founded, please mention them.

X

### Strategic importance of the project for the enterprise

Motivate why this project has a strategic importance for the enterprise, mainly for the Flemish component, in function of the existing activities, etc.

Describe how this project fits in with the strategy of the company.

X

### Path to valorization

Describe in a qualitative way the strategy on how the project results will be translated into products, services, processes, etc. which the enterprise will use or market, assuming that the project objectives are achieved.

Indicate which steps will still be required for the valorization of the results subsequent to the execution of the project (e.g. further research, development, scaling, adaptation of the production process, etc.). Give the expected timeline to commercial exploitation.

X

### Societal valorization

If not mentioned so far, one can briefly describe what the specific relevant experience is of the business partner in relation to societal valorization.

Also consider any broader social spillovers such as contribution to sustainable technological development, health, safety, …

X

### Opportunities / threats

Describe the main external factors (such as the market, competition, environment-related factors, etc.) likely to influence the above-mentioned valorization. Briefly survey the possible opportunities as well as the threats that could hamper the valorization process.

X

### Strengths / weaknesses of the enterprise in relation to the project

Motivate strengths of the enterprise related to the valorization of the results (e.g. in terms of access to the market, alliances, previous successes, etc.) and also describe its shortcomings. If one or more required competencies are lacking, indicate which approach will be used to compensate the weaknesses.

X

### Business case summary

Give a summary of the business case/business plan for the enterprise. Describe the competitive advantage generated by the exploitation of the project results.

Describe clearly the assumptions about all relevant elements of the business model, such as sale price, market penetration, turnover, workforce, etc. Justify these assumptions as well, e.g. based on the historical data of the industrial partner and/or market data. Clearly show the difference with a situation without the project results.

X