

ICON Project  
Application Document Impact

Version January 2023

**Important note regarding maximum document size**

The character limit for this document is 30.000 characters.

The number of characters is defined as the character count including spaces provided by Microsoft Word (i.e., the value of “Tekens (inclusief spaties)” in the dialog box “Woorden tellen” with the checkbox “Inclusief tekstvakken, voet- en eindnoten” checked).

Exceeding the character limit may result in an inadmissible application.

**Important note regarding confidentiality**

This document is forwarded as is to external experts.

Additional confidential information can optionally be provided in a separate document clearly marked as confidential on the title page.

**Important note regarding the valorisation assessment**

* Leverage of 10 must be achieved at the project level. More specifically, the total added value in Flanders of the VLAIO funded industrial partners during the valorisation period (standard 5 years after the end of the project) should be at least 10 times the subsidy.
* Only economic impact is eligible for leverage 10.

**Track record (max. 1 page)**

|  |
| --- |
| For each of the business partners, provide a clear indication of the impact on previously received funding if you have received innovation support from VLAIO in the last 5 years. The goal is to gain insight into the impact that the subsidized projects have had on your company. Please also give a general appreciation in a couple of sentences of the projects that have been carried out during this period.  **If you have not received any support from VLAIO in the past 5 years, please delete this section from the application.** |

# Impact

In this section, we investigate how this research project will create value for the business partners and for Flanders.

The recommended length of this section is approximately 10 pages per business partner, including figures.

This section will be submitted to third-party experts. If you wish VLAIO to withhold certain information from these experts, please include it as an attachment.

## 1.1 Strategic importance of the project for the company

Indicate the strategic importance of the research project for the company. Outline the company’s current position in relation to other companies and stakeholders with relevant knowledge.

Describe and substantiate how the research project can make a difference to the company. Describe the position of the research project -if necessary- within your broader industrial R&D/innovation strategy.

## 1.2 Added value of the project results for the company

Explain how the knowledge accrued within the context of this research project can be converted into concrete innovations/results that will give the company a clear competitive edge in the medium or long term. Describe these concrete innovations/results. How and to what extent will they contribute to the continued development (growth, retention, diversification, transition to other business models/activities/platforms, breakthrough innovations) of the company in the medium or long term? If relevant, how will the results create the intended added social value?

## 1.3 Follow-up

Discuss the efforts (further R&D, engineering activities related to implementation, investments) that your company (and possibly its partners) will need to make after the project up to the expected market launch. Also include an estimated timeline for launch.

## 1.4 Valorization in Flanders: economic impact

In this paragraph, you are asked to provide a quantitative substantiation of the total added value in Flanders, i.e. the economic value created, based on jobs and investments created by the project, in Flanders over the course of the valorization period.

To be eligible for funding, the project must have a total quantitative added value equal to at least 10X the grant amount (i.e. achieving 10X leverage) for Flanders over the course of the valorization period. As standard, the valorization period (i.e. the period after the project where the project results are applied and/or commercialized) is 5 years. This valorization period can be maximally extended to 10 years if compelling reasons are given for doing so and given a thorough justification. This justification will be part of the further evaluation of the proposal. A valorization period less than 5 years can also be motivated.

Consider the 5-year period (or 10-year period, if justifiable) after the project and describe what you expect will happen in Flanders (continuation of R&D during the follow-up process and/or business activities during the commercialization of the project results). What positive consequences will this have for Flanders (jobs, investments, embedding, improved collaboration with the Flemish innovation ecosystem, ...)? Be as specific as possible.

These indirect profits or savings should preferably be presented in a table, stretching at least 5 years into the future after the end of the project. Specify the estimated annual evolution as well as the total estimated added economic value (jobs & investments) that this project will have for Flanders over the course of the valorization period. This added value can then be translated into economic leverage. Describe how the project will change the status quo.

If the project provides job retention, provide a similar table, specifically for job retention.

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
|  | XXXX  (year) | XXXX | XXXX | …… | …… | total |
| Extra employment due to the project *(split per profile: R&D, sales, marketing, …)* in #FTE |  |  |  |  |  |  |
| Total wages[[1]](#footnote-2) | = a1 | = a2 | = a3 | = a4 | = a5 |  |
| Investments | = b1 | = b2 | = b3 | =b4 | =b5 |  |
| **Economic impact for Flanders** | a1+b1 | a2+b2 | a3+b3 | a3+b4 | a5+b5 |  |

## 1.5 Societal Impact

If your innovation is expected to have societal impact, please detail this impact here.

Projects can have societal impact on several domains. In the [Guidelines](https://www.vlaio.be/nl/media/668), you will find a non-exhaustive list of domains in which projects can have potential societal impact. Indicate which domains will be impacted by your project and explain why.

Estimate the potential net monetary profit worldwide (costs saved and/or profits realized), and if applicable, explain how this relates to the Flemish ecosystem. In addition to direct profits or savings as described in the economic impact subsection, your project may lead to savings or gains related to the environment, mobility, sickness absence, etc. that affect a broad base of stakeholders in Flanders (businesses, social sector, government or citizens).

If your project does not have a specific societal impact, you can leave this section blank. Projects with a negative societal impact are not eligible for funding.

## 1.6 Intellectual Property

Can the results of the project be protected? What is your strategy in terms of intellectual property? If you expect to continue collaborating with business partners, research institutes or large subcontractors: what are the basic tenets of the agreements made with regard to ownership of the project’s results and user rights for the project’s results and necessary background knowledge?

## 1.7 Valorization case SWOT

Discuss the strengths and weaknesses of the applicant company or companies, as well as important external factors (market, competition, environmental factors, ... both opportunities and threats) related to the valorization of the research project, and if applicable, related projects, as well as indicating how you will respond to these strengths and weaknesses.

## Optional: additional details

If you wish to submit detailed information that should not be relayed to third-party experts, e.g. a business plan, please upload a separate file (Appendix) along with your digital submission.

# Importance of support

Why is it important that this research project receives Flemish government support? Explain why this research project is commercially challenging, impossible or less viable without financial support from VLAIO.

# Project with possible military links (if applicable)

For more information about submitting projects with possible military links, please click [here](https://www.vlaio.be/nl/subsidies-financiering/onderzoeksproject/voorwaarden/projecten-met-militair-tweeerlei-gebruik-dual).

If this subsection does not apply to your project, you can leave it out.

If your project has potential military links, please indicate which section of the Military List or Dual Use list your proposed development belongs to.

If the aim of the project is to develop products or systems included in the Dual Use list, you must clearly indicate and explain the expected revenue of the civil and military applications, respectively, in the **business case** for your project (see 1.2 Expected Opportunities for Valorization).

If your project falls within the scope of sections ML5, ML6, ML7f-i or ML8-ML22 of the military list or the Dual Use list, and if your business case clearly specifies that the process/product/service in question mainly has military applications, your application will be submitted to the Ethical and Strategic Advisory Committee for evaluation. In that case, you will be asked to complete a **self-evaluation** during the evaluation process.

# Additional Information

For the assessment of your application, VLAIO will rely primarily on the submitted application document. VLAIO will always seek the opinion of third-party experts on your application. Please make sure to complete this document clearly and accurately. VLAIO may also request extra information and/or documentation to aid the evaluation process (e.g. figures to support the valorization estimates), especially for particularly large or complex projects.

As part of the application process, you will meet with a VLAIO project advisor. During this meeting, you will discuss the information provided, such as the figures to substantiate your valorization estimates.



1. Make sure that somewhere within this template, a clarification on how the wages are calculated (number of people and average wage per category) is being provided. [↑](#footnote-ref-2)