

# APPLICATION FORM

# for BAEKELAND MANDATES

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# Introduction

When completing the application, the following principles should be followed:

* The application may be written in Dutch or English. If English is used, the title of the project and the innovation goal should be translated into Dutch. The defence of the application is in the language of the application.
* The application form contains the basic information required for easy completion. Additional information can be found on the website (<https://www.vlaio.be/nl/subsidies-financiering/baekeland-mandaten>).
* The information provided in the application must be sufficiently clear to allow the advisor and external experts to assess the project.
* In the course of the application processing no bilateral meeting with Flanders Innovation and Entrepreneurship (Agentschap Innoveren en Ondernemen) is foreseen. The application will be assessed as it was initially submitted to the Agency.

The accompanying template will help you completing your application with all the information required. You are kindly requested to use nothing but this template for your application and pay the necessary attention to the enclosed guidelines.

You will find the guidelines regarding the submission of the application and the following procedure at the end of this document.

# Proposal for the industrial doctoral research

This section is designed to provide a picture of **the larger context** of **the project**. A description of how the project fits into the current state-of-the-art in your own company/institution as well as outside it will allow the Agency to assess the originality of the project and the development of knowledge with the different research partners. These are important elements in the evaluation of the scientific quality of the project proposal.

## Lead up to the project (1 page)

Describe concretely what led to the project (problem, opportunity, …) and the way it originated. Describe the problem, referring to the international state-of-the-art (incl. reference to international literature). Specify the questions and difficulties that need to be solved in this project.

Describe how the project will fit into the current innovation activities and strategies of the partners. If they are already active in the project field, give an overview of the results achieved so far. Indicate any interference with other projects funded by the Agency (or IWT) or projects supported by other organizations.

## Innovation goal (MAX. 1 page)

The innovation goal must provide a concise description of the project with the emphasis placed on the objective(s). The innovation goal will be integrally included in the agreement and will be used at the end of the project to determine to what extent the established objectives were achieved. This is one of the reasons why it is necessary to delineate the objectives as clearly as possible, to ensure that they are concrete and verifiable and to include as many quantitative benchmarks as possible, if appropriate. Note that the agreement entails an obligation to provide the required resources and not an obligation to obtain the expected results.

If the application is written in English, please provide a Dutch version of this section as well.

Describe the innovation goal, using the following structure:

**General purpose**

Describe in 1 or 2 sentences what the company wants to achieve with the proposed project. The general purpose is in essence the innovation to be achieved in terms of a product, process and/or service. The general goal should be the foundation for understanding the various concrete objectives, criteria, activities and desired results.

**Concrete objectives and criteria**

Indicate explicitly the (interim) results to be achieved, such as specific knowledge, solutions to specific problems,... Indicate per interim result the main quantitative (preferred option) and qualitative benchmarks, criteria, requirements and standards, in order to be able to determine at the end of the project to what extent the expected results have been obtained.

**Valorisation potential**

Based on the assumption that the envisioned project objectives will be achieved, describe briefly how the company will exploit the results. Keep the information brief but concise (Further details on the valorisation potential should be given in the part on valorisation).

## Project description (10 pages, including tables & figures, excluding references)

This part describes the way in which the project is approached and explains why this approach has been chosen and why certain strategic choices have been made. The approach should clarify **how** the innovation goal will be achieved, given the established (interim) objectives and criteria as well as the resources of the partners.

Start this part with a concise description of the rationale, followed by an accurate motivation (reason why), (and) which way and with which technology you wish to achieve the goals (see 2.3).

Based on the global approach, describe the structure and relationship between the work units and milestones and how interim decision moments and general project risks have been accounted for. Provide a graphic representation of the different activities over the period of 4 years.

Context (2 pages)

Give a concise description of the relevant expertise and main realisations of the applicant (company) and the scientific project partners (promotor and co-promotor) with regard to the submitted doctorate project.

Indicate the added value of, and possible interactions (or complementarity) between all the project partners whilst carrying out the research

# Targeted applications and valorization

## Applicant (Company) general context

Provide a brief summary of the company’s main products/services or product lines, paying particular attention to the Belgian location(s). Indicate, if possible, general figures for the market position, client structure and competitive position. Provide a short description of the current R&D, with emphasis on aspects considered relevant for the doctorate research.

For international firms (groups): shortly describe the place and importance of the Belgian sites in the international corporation*.*

## Strategic importance and place between the applicant’s activities

Indicate how the project results can be translated into an application for the market or within the firm, in the form of products, services, processes, etc. and link this to the company’s business activities resulting from this project, assuming that the project objectives are achieved.

Clearly indicate the difference with regard to a situation in which the project is not executed (this is the additional value of the project). Describe how this innovation could mean a competitive advantage for the company and why the research results are important for the (increasing) company’s market opportunities in terms of valorization*.*

## Impact of the expected valorization and added value for Flanders

Position the innovations within the market and describe the market potential in case of valorization of the project results. If possible, provide figures to illustrate.

Estimate what parts of the value chain will be executed in Flanders and what parts outside Flanders.

## Strenghts and weaknesses of the company, bottlenecks and preconditions

Indicate whether the company has the required competences to valorize the results. Is the company already active in the target market and what is its starting position (market share, …)? Are certain strategic alliances already in place (suppliers, production, marketing, …)? If a required competency is lacking, indicate what procedures will be followed to compensate for this.

Describe the strategy that will be taken to manage and protect intellectual property rights (freedom to operate and patent position, ...) specifically with regard to the results of this project. Provide solutions for possible bottlenecks.

Give an overview of preconditions (regulations, policy measures, …) that can affect or endanger market opportunities. Indicate how the company will deal with this*.*

# Additionality

Indicate the possible impact of funding to the execution of this project proposal **for every company involved in the project**.

* **Without funding, the project will be cancelled**
* **The R&D funding will enlarge the scope of the project (expressed in person months or expenditures).**
* **With funding, the project will be more ambitious/in depth.**
* **With funding, the project will be completed more quickly.**
* **Funding will allow the firm to acquire more knowledge (thanks to broader collaboration, for example) than it would without it.**
* **The total amount spent by the firm on research, development and innovation will increase.**
* **Other**

Describe any other impacts of the funding on the project or firm.

If possible, give a brief (quantitative) reason for the answers.

# Experts to be excluded

To reduce any possible conflict of interest because of industrial competition, applicants may submit a short list of a maximum of 5 experts to be avoided. This holds especially for industrial experts or possibly also experts from universities and research organizations insofar they have a significant affiliation with a competitive company or spin-off development. This must be done at the moment of the initial project application. The short list must be specific i.e. based on the name of the expert or at least of his or her specific research group or department. It is not possible to exclude experts at the higher level of the research organization or university, or to object to experts which are active in a particular domain.

