

Application

Innovation mandate

Phase 2

Version june 2018

# Application

When completing the application, please follow the instructions below:

* The application may be completed either in Dutch or in English. However, if English is used, the title of the project and the innovation goal must be translated into Dutch as well. The defense of the application takes place in the language in which the application is written.
* This application form contains the basic information required for easy completion. Additional information can be found in the guidance documents on the website (<https://www.vlaio.be/nl/subsidies-financiering/innovatiemandaten>).
* The information provided in the application has to 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 guidelines included.

Attention: this template is only applicable for the application of a project in cooperation with an existing company that starts immediately with Phase 2. In case of an application of a project that starts with phase 1, or in case of an application of a spin-off mandate, you have to use the other templates.

# Proposal for the post-doctoral research

## Lead up to the project (3 pages)

Describe concretely what led to the project (problem, opportunity, … ) and the way it originated. Describe the main scientific results which form the basis of this project. Describe the challenges, referring to the international state-of-the-art (incl. reference to international literature). In case of citations of patents, please indicate the relevant IPC-classes (International Patent Classification).

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 overlap with other projects funded by the Agency or projects supported by other organizations.

## Innovation goal (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 further on in this proposal).

## Project description (max. 15 pages, incl. tables & figures, excl. 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.

Based on the global approach, describe the structure and relationship between the work packages and milestones and how interim decision moments and general project risks have been accounted for. Indicate in the work plan WHAT (division into work units), WHY, HOW (approach, method) the work will be done.

Provide a graphic representation of the different activities over the period of 2 (or 3) years (2 pages maximum). Indicate clearly the milestones of the project.

## Context (1 page)

Clarify the choice of the scientific and industrial partners and situate the submitted project proposal in the context of research activities of the scientific project partners (supervisor and co-mentor) and/or the strategy of the industrial mentor.

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

# Intended applications and valorization (5 pages)

## 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 this project proposal.

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

Strategic importance and place within 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 added value of the project proposal). Describe how this innovation could give the company a competitive edge and whether the research results are important for the (increasing) company’s market opportunities in terms of valorization.

Describe how the project will contribute to the achievement of the applications. Which activities are still needed within the company to come to a real economic valorization?

## Opportunities and threats in the market

Provide an outline of the market structure and the relevant competition for the proposed product, process or service innovation. How big is the potential market (domestic / foreign)? Is it still growing?

Also elaborate on the potential risk factors (e.g., intellectual property rights (IPR), freedom to operate (FTO), legal regulations, availability of research data, or infrastructure, etc.) that might hamper the valorization opportunities in Flanders. If such risk factors exist, indicate how you will deal with them.

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.

## Publications and patents

Describe the strategy that will be taken to publish the results of this project and/or to protect intellectual property rights

## Social and economical impact (added value for Flanders)

Estimate what parts of the value chain will be executed in Flanders, and what parts outside Flanders. Try to give a realistic estimate of the wealth creation using the project results (as outlined in section 3.2 and 3.3), in euros (calculated as the sum of the labour costs and investments in equipment) in the Flemish firm?

If relevant: Give an analysis and an estimation of the possible contribution to environmental improvement. It is important to make a balance of the positive and the negative environmental effects. Try to give quantitative data as much as possible to prove the environmental benefits compared to a reference situation.

If relevant, describe the link with the big societal and economical challenges (ageing, mobility, healthcare innovation ….).

# Additionality

Indicate **for every company involved** which of the following benefits the support will provide to the firm and the project compared to the situation without support (there are several options):

* **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.

