

## INNOVATE TOGETHER

*[Insert Activity Proposal Number + ACRONYM]*

# 2<sup>nd</sup> submission stage - Template

**! Total number of pages : 12 (including the cover page).**

**Any text added after 12 pages will not be considered.**

**It is strongly recommended to use figures where this is indicated.**

**A PDF format is recommended to be uploaded in Plaza system.**

**Only red font text should be removed from the template.**

**The provided text should comply with the “Body” style (Calibri Light, font size 10).**



# ANNEX 1 [max 1 page]

## Proposal Illustration

[INSERT PICTURE ILLUSTRATING THE PROPOSAL]

## Punchy Sentence

[INSERT PUNCHY SENTENCE ABOUT YOUR PURPOSE]

# Challenge and Activity Proposal Exploration [max 2 pages]

Please justify that you have identified well defined ER(s) from a previous FoF project and show how they fit to the challenges faced by manufacturing end users. Explain why you are the right people to do it.

## Challenge

	What is/are the ER(s) that you will address in this activity? Please describe the core activities for realizing them.
	What is the challenge experienced by the manufacturer end users ? How does the investigated ER(s) fit to these challenges?
	How widespread is this challenge in the manufacturing industry? Describe your application area, concerned by the challenge to be addressed.
	How are the manufacturer end users currently addressing their needs? What are the existing solutions?
	What is the existing knowledge related to the investigated ER(s)? What is your plan and contribution for advancing them?

## Consortium & Roles

	Who is the business champion who will drive the work package for go-to-market, commercialization plan and business plan?

	In your consortium, who is (are) the technology provider(s)? The integrator or solution provider?
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# ANNEX 2 [max 3 pages]

## Activity Proposal Solution overview

Show that you have the **capability** to provide an innovative offer to satisfy the needs of the manufacturer end users.

	How do you solve the addressing challenge through advancing the proposed ER(s)?	
	What is the technical solution that you are deploying? Explain key features of your technical solution. (Maximum 2 figures are allowed).	
	Describe your technical workplan and associated risks in particular your de-risking actions. <b>(Note that in Plaza Tab 2 the workplan shall be the overall high level plan).</b>	
	What distinguishes your technical proposal from existing solutions?	
	TRL/IRL (from the lowest TRL/IRL component) <input type="checkbox"/> 6 <input type="checkbox"/> 7	TRL/IRL at the end of the Activity <input type="checkbox"/> 8 <input type="checkbox"/> 9
	How will TRL/IRL be advanced?	









# Project Planning [max 1 page]

*[Attach a Gantt chart showing milestones, outputs, and deliverables]*

# ANNEX 3

## Market understanding [max 2 pages]

	Who are your manufacturer end users (your target market)? What are the expected benefits for them? What other type of industries can be affected by the proposed solution?		
	Have you tested and validated the solution with the manufacturer end users?	<input type="checkbox"/> YES	<input type="checkbox"/> NO
	Does your solution meet their needs/solve their problems?	<input type="checkbox"/> YES	<input type="checkbox"/> NO
	Have you already potential manufacturer end users or target groups involved?	<input type="checkbox"/> YES	<input type="checkbox"/> NO
	<u>If YES:</u> Describe their interest in buying your solution.		
	Do you have manufacturer end users currently using/willing to use the product/ service?	<input type="checkbox"/> YES	<input type="checkbox"/> NO
	<u>If YES:</u> What was the feedback from manufacturer end users about the product/ service?		
	<p><b>Market Readiness Level</b></p> <p>Explain how market traction will be achieved and describe the action you will take as part of your workplan to mitigate potential risks.</p>		
	How your solution contributes to the Economic sustainability of manufacturing ( in particular by combining high-performance and quality with cost-effective productivity, realising reconfigurable, adaptive and evolving factories capable of small scale production in an economically viable way) ?		





# Business model and Commercialization plan [max 2 pages]

	<p>What is your value proposition? Describe what the value of your solution to the manufacturer end users would be and how it would be perceived by them (e.g., convenience, reliability, customization, easier to use etc...)</p> <p>Example: our Consortium [name of product/project] is developing [a defined solution] to help [a defined customer] to [solve a problem] with / by [secret recipe]</p>
	<p>Competitive advantage / differentiator (secret recipe) Who are your main competitors and what makes you unique from competitors and can create barriers of entry?</p>
	<p>What are your revenue streams? Several ways/levels to monetize your solution can be considered (e.g., subscription, license per user, installation/training fee, price per item, etc.).</p>
	<p>Can you estimate how big is the potential market you are trying to address?</p>



