Innovation Project Proposal  
Template

# Exhibit 1.1 – Project Plan

**NB: This template is provided for reference and preparation purposes only**

|  |  |  |
| --- | --- | --- |
| Max 24 pages all inclUSIVE  Project Title: | | |
| Project acronym: | | |
| **Thematic Field:** Select one of the following*:*  [Energy from Chemical Fuels / Renewable Energy /Smart Building and Cities / Smart Grids and Storage / Clean Coal Technologies / Convergence Nuclear-Renewables] | | |
| Topic addressed from technology roadmap: | | |
| Expected project starting date: | Expected project end date: | Project duration (months): |
| Name of proposal manager: | E-mail: | Telephone number: |

# List of participating institutions

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
|  | Participant legal name | Country | Organization type (\*) | Existing KIC partner? | Accountable person | e-mail or phone number | Signature |
| 1 |  |  |  | Yes/No |  |  |  |
| 2 |  |  |  |  |  |  |  |
| 3 |  |  |  |  |  |  |  |
| 4 |  |  |  |  |  |  |  |
| 5 |  |  |  |  |  |  |  |
| 6 |  |  |  |  |  |  |  |
| 7 |  |  |  |  |  |  |  |

(\*) select: University/Research (RTO) / SME / Large industry / Venture / other…

# 2. Executive summary

## 2.1. New products, services and associated Total Addressable Market (TAM)

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Innovative Product/Service created as output of project | | Product or service | | Depends on regula-tion | | Innova-tion | | Impact | | | Buyer of the product/service in the energy value chain | | | | | | | | | | TAM - Total Addressable Market (M€) | Expected market launch (YYYY) |
| Product | Service | Current | Future | Incremental | Disruptive | Decrease Energy cost | Operational security | Lower Green house gas Emissions | Utility | | | | | FeedStock | Eq. Manufacturer | | | Other |
| Production | Transport | Distribution | Retail | Storage | Big | Medium | Small |
| No: | Description | Select with X | | Select with X | | Select with X | | Select  with X | | | Select  with X | | | | | | | | | | Fill with number | Fill with Year |
| 1 |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| 2 |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| 3 |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| 4 |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| 5 |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| 6 |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |

## 2.2. Narrative summary of proposal

Max ½ page

## 2.3. Key Performance Indicators (KPIs)

|  |  |
| --- | --- |
| KPI | Contribution |
| Qty of IP FG disclosed |  |
| Qty of patents filed |  |
| Qty of patents granted |  |
| Qty of Other IP FG secured (TM's, copyrights, secret knowledge, ...) |  |
| Qty of IP FG transfers |  |
| Qty of IP FG adoptions |  |
| Qty of improved products/services |  |
| Qty of new products/services |  |
| ROI IRR (Internal Rate of Return) |  |
| ROI NPV (Net Present Value) |  |

# 3. Project Description

Max 3 page

Please provide a detailed description of the project. Include a clear description of the product or service that will be developed and commercialized.

# 4. Description of Project Consortium

Max 1 page

## 4.1. Key activities of each partner

**AAA** – established in 19XX – YYY employees – subsidiary of ZZZ group

Turnover: 2012 = XX M€ / 2013 = XX M€ / 2014 = XX M €

AAA conceives and commercializes …

In this project, AAA will …

Contribution typology: MA, T&V, IPR, PM, COM …

**BBB** – research center established in 19XX – YYY employees

BBB is a research organization active in the fields of …

In this project, BBB will …

Contribution typology: R, D&D, T&V, IPR …

**CCC** -established in 20XX – YYY employees

CCC is an innovative start-up which has developed expertise in …

CCC is a start-up supported by KIC InnoEnergy through the Business Creation Services.

In this project, CCC will …

Contribution typology: T&V, PM, COM …

## 4.2. Value chain

Max 15 lines

Describe the value chain related to your product/service. Are all the required partners available?

# 5. Overall project plan

Max 1 page

# 6. Work packages

Please use Max 1 page per WP; refer to guideline (CIP16-1 – Annex 15) for the Feasibility Study (WP0)

|  |  |  |  |
| --- | --- | --- | --- |
| WORK PACKAGE DESCRIPTION | | WP No | 0 |
| Work package Title |  | [Select] KAVA or KCA | |
| Partners | AAA, BBB, CCC (please list all partners involved in this WP) | | |
| Work package leader | AAA (please indicate the WP leader) | | |
| Objectives:  The objective of this Work Package is to ….. | | | |
| Tasks:  Task 0.1: (partner AAA, BBB, …), June 2016 –> Oct. 2016  Task 0.2 (partner AAA, CCC, …), June 2016 -> Nov. 2016  … | | | |
| Deliverables:  D 0.1 : final report on task D0.1 (Oct. 2016)  D 0.2 final report on task D0.2 (Nov. 2016)  … | | | |
| WORK PACKAGE DESCRIPTION | | WP No | 1 |
| **Work package Title** |  | [Select] **KAVA** or **KCA** | |
| **Partners** | AAA, BBB, CCC (please list all partners involved in this WP) | | |
| **Work package leader** | AAA (please indicate the WP leader) | | |
| **Objectives:**  The objective of this Work Package is to ….. | | | |
| **Tasks:**  Task 1.1: (partner AAA, BBB, …), Jan. 2017 –> June 2017  Task 1.2 (partner AAA, CCC, …), Jan 2017 -> March 2017 | | | |
| **Deliverables:**  D 1.1 : final report on task D0.1 (June 2017)  D 1.2 final report on task D0.2 (March 2017) | | | |

# 7. Business development (Please answer in no more than 10 lines per question)

## 7.1. Purpose of product/service

### 7.1.1. What problem does your product/service solve?

### 7.1.2. Which customer need does it satisfy?

## 7.2. Market analysis

### 7.2.1. How large will the Total Addressable Market (TAM) be in the following 5 years?

### 7.2.2. Who are your customers and what are their characteristics? (customer analysis)

### 7.2.3. Are there similar products in the market? Please specify your competitive advantage/disadvantages.

Fill in the competition matrix:

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Competition anal. | Feature/caracteristic | | | | |
| Product/Company | 1 | 2 | 3 | 4 | 5 |
| A |  |  |  |  |  |
| B |  |  |  |  |  |
| C |  |  |  |  |  |
| D |  |  |  |  |  |
| E |  |  |  |  |  |

## 7.3. Value proposition for customer

Why will the customer buy your solution and what will he sacrifice? (Cost-benefit analysis, list benefits provided to consumers vs. "sacrifices" required)

## 7.4. Product/service definition

### 7.4.1. Product / service specifications

### 7.4.2. Technology

## 7.5. Intellectual Property

### 7.5.1. Background IP

### 7.5.2. Foreground IP

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| Foreground Intellectual Property (\*) | | | | Adoption /Transfer to Industrial Process (\*) | | |
| Type | IP description | Identification date | Filing  plan date | Process description | Planned adoption / transfer date | Receiving industry name(s) |
| Patent | … |  |  |  |  |  |
| Secret KH | … | n.a. | n.a. |  |  |  |
| Copyright | … | n.a. | n.a. |  |  |  |
|  |  |  |  |  |  |  |

## 7.6. Investment and financial return

### 7.6.1. Expected product specific P&L for the 10 years after the completion of the project.

### 7.6.2. Quantify the required yearly investments since beginning of project until positive cash flow.

### 7.6.3. Sensitivity analysis for the revenues.

### 7.6.4. How do you plan to get the required investment?

### 7.6.5. Return on Investment model

# 8. Compliance with Additional InnoEnergy requirements

Please answer in no more than 20 lines per question

How does the project take care for the integration of students, academics and educational organisations?

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | **Method of integration** | Offered to KIC InnoEnergy education | Offered to other HE organization | Remarks |
| 1 | Special lectures proposed, as a *supplement* to the regular courses\*) | No. of hours, name of the KIC program (MSc, PhD) | No. of hours, name of the university and the program (MSc, PhD) |  |
| 2 | Industrial visits*\*\*)* | No. of installations/ premises visited, name of the KIC program (MSc, PhD) | No. of installations/ premises visited,, name of the university and the program (MSc, PhD) | Example destinations of visits? |
| 3 | Internships for MSc students *\*\*\*)* | No. of man - months, name of the KIC program | No. of man - months, name of the university and the program |  |
| 4 | Employment of MSc or PhD students in the innovation project | No . of man - months, name of the KIC program | No. of man - months, name of the university |  |
| 5 | Subjects for the Master's Thesis proposed | No. of thesis, name of the KIC program | No. of thesis, name of the university and the program | Are you ready to co- supervise MSc thesis? |
| 6 | PhD positions opened | No. of positions opened, name of the KIC PhD program | No. of positions opened, name of the university | Specify duration (months) |
| 7 | Case Studies *\*\*\*\*)* proposed | No. of case studies proposals delivered, name of the KIC program | No. of case studies proposals delivered, name of the University/ program | Are you ready to cooperate in development of a case study. |
| 8 | Scholarships for MSc students offered *\*\*\*\*\*)* | No. of months covered, name of the KIC program | No. of months covered, name of the university and the program |  |
| 9 | Other? Please, describe! |  | | |

**\*)** typically 2-4 h per subject

**\*\*)** typically 4-6 h per visit

**\*\*\*)** 1-2 months, during the summer holiday period

**\*\*\*\*)** case studies are complex examples which give an insight into the context of a problem as well as illustrating the main point. Use real-life examples from industry or from innovation project. Require good preparation of the supporting material, which can range from data tables to links to URLs, on-line interviews, supporting images, video, or audio.

**\*\*\*\*\*)** Full InnoEnergy scholarship is 750 Euro/month

9. Risk assessment  
Max 1 page

Self-assessment of risks of project with mitigation per risks.

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Nature of risk | Likelihood | Impact | Severity | Mitigation measures |
| Market risks |  |  |  |  |
| Technology risks |  |  |  |  |
| Financial risks |  |  |  |  |
| Stakeholder risks |  |  |  |  |
| Etc |  |  |  |  |
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Likelihood: 1 = improbable; 2 = unlikely; 3 = possible; 4 = likely; 5 = probable

Impact: 1 = light; 2 = serious; 3 = major; 4 = catastrophic

Severity = Likelihood x Impact

# 10. Budget breakdown

Please provide budget in a separate file “Exhibit 1.3 Project Budget”.

# 11. CV of project manager

Please attach file with the CV of the proposed project manager.

Please refer to the CIP guidelines (Annex 15) and the KIC InnoEnergy Project Manager Competence Profile documents (Annex 7) for more details on this section