

Proposal Number  Proposal Acronym

Proposal Full Name

SmartEEs is part of the Smart Anything Everywhere initiative under Horizon 2020. The Guidelines for Applicants indicates basic information needed to guide you in preparing your proposal for submission to the SmartEEs Open Call. It will provide a guideline on how to structure your response and provide the evaluation criteria for each of the proposal sections.

**!** Please provide your submission in English. Proposals submitted in any other language will not be evaluated. Please note the first page of this file contains proposal information you completed through the software, do not change it. You are required to fill in all other sections of the application form following instructions in the Application Guidelines respecting the page limit as follows: 1.5 pages for Concept, 1 page for implementation and 1.5 page for Impact. Once complete, save the file as a PDF document (maximum 5 pages), upload and submit it through the submission software. Please follow the formatting constraints: Type face Times New Roman, minimum font size 11, page size A4, margins (2.0 cm side and 1.5 cm top and bottom), at least single line spacing.

Is this the first time that you submit your proposal?  Please state if you have previously submitted this proposal

Using the chart below, do you qualify as an **SME** or **Mid-Cap** company?

Type of company		Staff Headcount	(and) Turnover	(and/or) Balance Sheet Total
Mid-cap		< 3000	N/A	N/A
SME	Medium sized	< 250	≤ €50m	≤ €43m
	Small	< 50	≤ €10m	≤ €10m
	Micro	< 10	≤ €2m	≤ €2m

Does your Application Experiment include flexible electronics technology?  Your Application

*Experiment should result in a Product Demonstrator which includes flexible electronics*

**!** This section will not be marked

## Project Summary [Do not disclose any Intellectual Property Rights]

Please provide a concise summary of the content and objectives of your proposed Application Experiment, and the resulting Product Demonstrator including what is innovative about it.

Please only include relevant information, including:

- what is the **Product Demonstrator** you would like to develop and which **flexible electronics technologies** you plan to integrate in it
- how the **Application Experiment** addresses the **scope of the competition**
- what is the **business need, technological challenge** and **market opportunity** to be addressed in this **Application Experiment**
- what are the **potential benefits** to your business and what is your **approach to sustainability** in the longer term





All sections below will be marked

## Concept (Alignment, needs & challenges, market opportunity and innovation)

This section should cover how this Application Experiment aligns to the SmartEEs call, the business needs, technological challenge identified, the potential market opportunity and your approach to innovation.

### Alignment with call

Describe how this Application Experiment integrates flexible electronics technologies offered by SmartEEs into your product demonstrator?

- **The Application Experiment must demonstrate that flexible electronics technologies give a distinct advantage to the product value**
- **Show that a clear majority of the Application Experiment's objectives and activities are focussing on integrating one or more of these flexible electronics technologies:**
  - › OLED and novel lighting
  - › Flexible Electronics & OLED displays
  - › Organic and flexible photovoltaics
  - › Novel Electronics & Components and Integrated Smart Systems
- **Explain how the Application Experiment will lead to an innovative Product Demonstrator**

### Needs and challenges

- **Business Need**
  - › describe the business need for this Product and how the Application Experiment will satisfy it, this may include any commercial drivers or market failures
  - › explain how your Application Experiment will improve on the current leading products available in the market, or does this Product open new markets
- **Technological challenge**
  - › describe any work you have already carried out to address this need, for example is the Application Experiment focused on maturing an existing capability or developing a new one
  - › have you any results from previous feasibility, prototyping or bread-boarding studies that have been carried out?
  - › describe the nearest current state-of-the-art (including those near-market/in development) and its limitations

### Market Opportunity

Describe the market you are targeting, including its size and growth?

- **specify the market(s) (European and/or international) you will be targeting in the Application Experiment and any other potential markets**
- **explain how this Application Experiment fits with your current product/service lines/offerings**
- **explain how it will make your company more competitive in the selected market**



The SmartEEs project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No. 761496.

Tips and advice to describe the target market(s):

- **the size of the proposed market(s) for the Application Experiment outcome(s). This should be backed up by appropriate references where available**
- **the structure and dynamics of the market (such as customer segmentation), together with predicted growth rates within clear timeframes**
- **the main supply/value chains in operation and any barriers to entry, and the current EU position in addressing this market (if known)**

For highly innovative Application Experiments [1] where the market may be unexplored, explain:

- **what the route to market could or might be**
- **what the size of the potential market might be**

If required, describe your needs in services to accelerate your go to market strategy or market assessment that could be part of SmartEES support (E.g. strengthen your business case/your business model/your unique value proposition or brokerage services).

## Innovation and Approach

Describe the approach you will take and where the focus of the innovation will be. This should include:

- **how you propose to address the need, challenge or market opportunity identified**
- **explain how your Application Experiment will improve on the current state-of-the-art product available**
- **indicate where the focus of the innovation will be in the Application Experiment [1]:**
  - › application of existing technologies in new areas
  - › development of new technologies for existing areas
  - › or a totally disruptive approach
- **Sustainability**
  - › is the Application Experiment outcome likely to be subject to any policies and regulatory requirements. Do you expect the need for standardization or certification? Are there any potential ethical issues conceivable? Please describe how will you manage any of these
  - › indicate the freedom you have to operate or the expected freedom to operate (Intellectual Property Rights)
  - › describe how you will protect and exploit the outputs of the Application Experiment (for example, through know-how, patenting, design registration, improvements to current business model)

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## Implementation (Activities, resources and risks)

This section should include details of your company, resources, a draft outline work activities and any risks identified. Please note, a Service Delivery Manager (SDM) will be appointed by the SmartEES consortium to manage the delivery of the Application Experiment.

- **Project implementation**
  - › outline your activities inside the Application Experiment highlighting your key inputs and deliverables



- › describe what “in-kind services” you will be bringing in order to deliver the Application Experiment
- › provide an outline budget on how the Voucher and your in-kind contribution will be spent (see the Financial guidelines for Application Experiments)
- **Company description**
  - › describe the resources, equipment and processes the company has access to in relation to delivery of this Application Experiment
  - › describe the existing supply chain and how this will be engaged
- **Team**
  - › Include details of the Application Experiment delivery team (those who will be specifically required to work on the Application Experiment) their job titles and mini CVs?
  - › describe the roles, skills and relevant experience of the team in relation to the approach to be taken, including any previous project management experience
  - › outline the management reporting lines (for example an organogram)
- **Risks and mitigations**
  - › identify the key risks and uncertainties of the Application Experiment, including any technical, commercial, managerial and environmental risks. Highlight the most significant ones (providing a risk register if appropriate)
  - › provide details of how these risks will be mitigated
  - › list any Application Experiment inputs required on the critical path to completion (for example; any resources, expertise, data sets, etc.)

*Highlight the specific services you would like to receive from SmartEEs to support your innovation development; E.g. technical expertise, IP management, innovation management to optimize your development plan and/or support in supply chain structuration.*

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## Impact (Outcomes, wider impacts and strategy)

This section describes the key outcomes of your Application Experiment and the impact that your innovative Product will have on the market. This should include:

- **Outcomes - How do you propose to grow your business and increase your productivity into the long term as a result of the Application Experiment?**
  - › describe the nature of the outputs you expect from the Application Experiment (for example, what will the Product Demonstrator show, is there any know-how, new process, product or service design) and how these will take you closer to addressing the need, challenge or opportunity identified
  - › describe your current position in the market(s) and supply/value chains outlined (will you be extending or establishing your market position?)
  - › describe your target customers and/or end users, and the value proposition to them (why would they use/buy it?)
  - › explain how flexible electronics technologies will impact your productivity, growth and competitiveness (in the short and long-term)



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- **Wider Impact - What impacts from the Application Experiment are expected beyond the immediate Application Experiment?**
  - › what impact might this Application Experiment have outside the project team?
  - › identify, and where possible quantify, the economic benefits from the Application Experiment to external bodies (for example, customers, others in the supply chain, broader industry and the EU economy) such as productivity increases and import substitution
  - › identify and where possible quantify, any expected environmental impacts, either positive or negative
  - › identify any expected trans-national impacts of the Application Experiment (for example; is there any other country involved in the supply chain, is one of your subcontractors from another country)
  - › show if possible how the delivered Product Demonstrator will be beneficial across multiple industry sectors or markets
- **Strategy - Describe your strategy for developing this Product beyond SmartEEs financing. This should include:**
  - › what is the total budget for your business case including: marketing; first trials; sales channel and technical product development and manufacturing scale-up investment?
  - › what milestones have been set for the development and market entry?
  - › the value chain(s) for the Product Demonstrator to be turned into a Commercial Product. (Any gaps in the value chain to be highlighted)
  - › access to any potential Investors, have you already engaged in any discussions with Venture Capitalists

*Highlight the specific services you would like to receive from SmartEEs to leverage the impact of your Application Experiment: E.g. coaching support on access to customers, access to further investment.*

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*This section will not be marked*

If you have been approached or supported by any of the RTOs within the SmartEEs consortium (CEA, CPI, TNO, VTT, EUT, FHG, IMEC) explain in brief the outcome.

[1] **Innovative project** : application of existing technologies in new areas or development of new technologies for existing areas

**Highly innovative project** : totally disruptive approach



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