

*To give a preliminary description of the case, please answer the questions provided below (in one to max. 5 pages) and send the file as Word file back using the online submission form on the website*

Name: ……………………………….

E-mail: ……………………………….

Phone number: ……………………………….

Company name: ……………………………….

Field of research: ……………………………….

Project name: ……………………………….

# Questionnaire – Investment Rounds 2017

## Description of Product / Solution

[Please shortly describe the product or service that is intended to be developed and commercialized in the course of the project: Which market need does the product address, which customer problem does the product solve? What are its key features and its value proposition from a customer point of view?]

## Current Status of the Product & Technology

[Please briefly describe how the product and the underlying technology of the product work. If applicable please also provide a process flow diagram and a mass & energy balance. Please describe and explain the CURRENT status of the product in terms of “Technology Readiness Level” (refer to the explanatory table in the Appendix).]

## Competitors, Differentiation and Intellectual Property

[Please briefly describe what are competing products or technologies. What are the key differentiators from the competition, why is the product “so unique”? What are entry barriers for possible competitors and is or can the product or its underlying technology be protected, e.g. in terms of intellectual property rights?]

## Project: Scope, Partners, Timeline, Budget

[Please describe briefly what is intended to be actually executed and done within the proposed project. Which partners (companies, institutes) are involved and what is their role within the project, respectively? What is, roughly, the planned duration of the project? Please also give a first rough estimate of the overall project cost/budget.]

## Commercialization, Business Model, Go-to-Market approach

[Who is going to commercialize the product or service after completion of the project? Please also describe the underlying business model and the go-to-market approach. Which industries and customers are targeted and how much sales do you expect within 5 years after project end? Is there already an existing sales lead list or LOIs with potential customers?]

## APPENDIX

### Explanatory Table: Technology Readiness Level

|  |  |
| --- | --- |
| **TRL** | **Description** |
| 1. Fundamental research | Lowest level of technology readiness. Scientific research is carried out in order to understand and prove physical /chemical /biological/material properties or behavior. Potential applications are foreseeable, but these are not researched yet. |
| 2. Applied research | Invention begins. Practical applications are invented based upon observed principles. Applications are speculative and there may be no proof or detailed analysis to support the assumptions. Examples are limited to analytic studies. In this level, technology concept and/or applications are formulated. |
| 3. Research to prove feasibility | Analytical and experimental critical function and/or characteristic proof of concept. This includes analytical studies and laboratory studies to physically validate analytical predictions of separate elements of the technology. Examples include components that are not yet integrated or representative. |
| 4. Laboratory Demonstration | Basic technological components are integrated to establish that they will work together. This is relatively “low fidelity” compared to the eventual system. Examples include integration of “ad hoc” hardware in the laboratory. |
| 5. Technology Development | The basic technological components are integrated with reasonably realistic supporting elements so it can be tested in a simulated environment. Examples include “high-fidelity” laboratory integration of components. |
| 6. Field demonstration of whole system | Representative model or prototype system, is tested in a relevant environment. Represents a major step up in a technology’s demonstrated readiness. Examples include testing a prototype in a “high-fidelity” laboratory environment or in a simulated operational environment. |
| 7. Industrial Prototype | Prototype using industrial components near, or at, planned operational system. Represents a major step up from TRL 6, requiring demonstration of an actual system prototype in real operational environment. |
| 8. Product Industrialization | Actual system completed and qualified through test and demonstration. Technology has been proven to work in its final form and under expected conditions. Means for commercial production of components and assembly of system are developed and used. Pre-series resulting from intended final manufacturing and assembly process are tested under real operational environment. |
| 9. Market Certification and Sales Authorization | Actual application of the technology in its final form. Product and manufacturing processes are approved or certified. The technology fulfills all safety/quality/performance requirements established by applicable standards, law, customers, investors or insurance companies. |