**Please note that InnoExplorer does not require your project to involve a patent application.**

1. **Project Title**

Do not include business-sensitive information in the title of the application, as the title might be published. *(250 characters)*

Your project title should capture the scientific aspect of how your future activity will enable you to create a spin-out. For example, one of our past winners chose: “CREATING A STEM CELL THERAPY FOR PARKINSON’S DISEASE”. This describes the problem and the approach.

* 1. **The idea in a nutshell**

*Describe the idea so it is easy to understand (750 characters)*

In this section, describe what you wish to do so that a non-specialist can understand. Try sending this text to a friend or family member. Would they understand the words that you are using?

* 1. **Project duration**

*Describe when the project is planned to start and end.*

1. ***Start Date:***
2. ***End Date:***
3. ***Duration in months:***

The projects for InnoExplorer are limited to 12 months.

1. **Thematisation**

*Describe how your idea fits the theme- or non-theme funds (1000 characters)*

Choose one of the three themes (Green technology and innovation; Life Science, health and welfare technology; Digitisation, technology and innovation) or the non-theme specific funds. If your project fits within one of themes, explain why that is the case.

1. **Former application for same idea**
   1. ***Yes/ No:***

If you have applied to InnoExplorer before, you must explain what has changed. A key aspect is to demonstrate your learning from the previous application. What did you improve and why? Explain your learning (*800 characters*).

Your application needs to demonstrate progression and evaluators may or may not have read your previous application.

1. **Classification**
   1. ***Primary innovation area:***
   2. ***Primary application sector:***

These inputs to your application occur in the e-grant website. Choose from the drop down menu that most fits your application.

1. **Information about applicant/ team**

In this section, you should include basic information on the researchers that will be part of the project. You are encouraged to elaborate on your team and their skills under the section titled: *Quality of execution.*

1. **Project description**
   1. **Quality of the idea**
      1. ***Please describe the entrepreneurship idea (1200 characters)***

*In this section you should furthermore describe:*

* *Which need or problem does the entrepreneurial idea intend to solve?*
* *What does the expected solution consist of?*
* *What is the result, product or solution expected from the project in a short- or long-term perspective?*

In this section, your application needs to include a blend of your research knowledge and a description of your knowledge obtained outside of research.

For example, when you are explaining the problem, try to ensure that you do not rely on your own perspective or just the scientific literature. Go and talk to stakeholders that manage this problem on a daily basis – not just technical/ research contacts that you know. If you are focusing on an Internet of Things technology, do you need experience within the industry where your technology will be applied? If you are proposing a drug for a specific disease, speak with clinicians and medical staff within the pharma industry. You are welcome to contact Enterprise and Innovation’s Business Development or The Kitchen to ask what stakeholders you should contact. There is lots of training available on stakeholder relationships.

When you describe the solution, try to evaluate how much your past research activity will contribute to the solution. For example, an invention from your PhD or Postdoc activity may be a component of the final solution.

When you explain how your approach works, think of the environment where the problem exists. What would be the process where your approach is used and what people would be involved?

* + 1. ***Please describe the research results on which the project is based (1200 characters)***

*In this section you should furthermore describe:*

* *What knowledge and research results underpin the project? Please include key data.*
* *How is the project innovative with regard to state-of-the-art?*

Here, try to communicate the maturity of your approach. Has your lab created an invention from previous research? Remember, InnoExplorer does not require projects to contain an invention or IPR. On the other hand, you need to consider your professional context – will your future company need IP? If so, why? If you do not, explain.

Have you contacted Enterprise and Innovation’s Business to consider an invention disclosure? If so, what contact have you had with the industry and what have you learnt? What stage of R&D has your lab achieved with the development of the technology?

A key theme here should be to try to communicate the evidence you have on why your approach is feasible to this specific problem. This ‘evidence’ can be your R&D data – but also your interactions with stakeholders and the appropriate industry.

This section also asks you to describe why your approach should be regarded as “state of the art”. This is targeting how novel or unique your approach is. Importantly, it demands that you know other approaches currently being developed in industry and in the scientific literature. A common error is when applicants only focus only on the literature – your perspective needs to be broad.

* + 1. ***Please describe the adopted methods, approach and/or technologies (1200 characters)***

*In this section you should furthermore describe:*

* *Which methods, approach and/or technologies do you apply in the project?*
* *Why have those been chosen?*
* *How does your choice of methods, approach and/or technologies contribute to the development of your entrepreneurial idea during and after the Innoexplorer project?*

Here, describe the logic behind how your approach was designed. For example, is there any particular feature of your approach that creates a key benefit? This section is trying to persuade the reader that your approach comes from a rational design – as opposed to choosing a technology just because you know it well.

* + 1. ***Please describe the competitive situation (1200 characters)***

*In this section you should furthermore describe:*

* *What is unique about your idea, and how does it distinguish itself from competing solutions?*
* *How does the idea in distinguishing itself from competing solutions create value for potential customers or users?*
* *Will it be possible to protect the entrepreneurial idea, or parts of it, via a patent, copyright, design protection programme etc.? If possible, please explain how your choice for or against protection suits your product/solution and the market.*

Here you describe what is “different” about your approach. For example, what limitations do current approaches have that you can address? Don’t just compare your approach to other similar types of technology. Think broad and ask stakeholders about lots of different approaches to the problem.

In addition, continue your story from 7a and describe if you would need to plan for a future invention disclosure to Enterprise and Innovation’s Business Development. Or does your company need some other form of protection? Explain why. Do you plan to submit an invention disclosure during the InnoExplorer grant? Again, if your future company does not need IP, explain why.

* 1. **Impact**
     1. ***Please explain and substantiate that there are various applications and a market potential in Denmark or internationally (1200 characters)***

*In this section you should furthermore describe:*

* *What value proposition does the idea have to offer?*
* *Who are the potential customers and users?*
* *How do you envisage the market potential?*

Here, you provide further detail on the customers and value. For the customers, you can use the desktop research that you have done to describe how industry or stakeholders view your problem and explain who the customers are.

Then, describe the value that your approach provides – that other approaches cannot. Is your technology a superior form of wearable electronics that can only perform a specific task – or have you identified a drug for a significant disease that is currently not treated? Consider the different perspective on “value” – for example the economic/ finance in comparison to the need of society.

* + 1. ***Please explain and substantiate that you, in the long term, will be able to establish a sustainable business based on the proposed solution (1200 characters)***

*In this section you should furthermore describe:*

* *How do you expect to build a financially viable business in a short- or long-term perspective?*
* *How do you intend to distribute the solution in the market?*

In the next sections, you will describe how your InnoExplorer project can evolve over time to a start-up company. In this section, you need to describe how the startup will fund itself. A typical answer is to explain your experience and planning with investors.

For example, if your team wish to develop a life science start-up, have you spoken to any early stage investors or to the Bio-Innovation Institute in Copenhagen? BII is not your only option – so ask Enterprise and Innovation’s Business Development for advice on stakeholders. If your project is developing a wearable electronics technology, have you spoken to any potential industry partners?

* + 1. ***Please explain and substantiate how the entrepreneurial idea is likely to have the potential to create value for Denmark through a new business that will create economic growth and jobs and/or help solve significant societal challenges***

*In this section you should furthermore describe:*

* *What value does the solution create for society, e.g. in relation to creating growth and employment, solving social challenges, etc.? Please describe, to the possible extent, the qualitative and/or quantitative goals of the value creation process.*

This is the section of the application where you have to describe a plan of creating the business. In this plan, you describe the goals that external stakeholder demand when financing start-ups.

For example, what R&D activities are needed to create sufficient value for investors to evaluate your startup? A typical example from life science is to achieve in-vivo data and to start creating a team for the future life science company.

* 1. **Quality of execution**
     1. ***Please describe the Innoexplorer project, including the expected activities (1200 characters)***

*In this section you should furthermore describe:*

* *What is the aim of the Innoexplorer project?*
* *Which activities are to be carried out in the Innoexplorer project?*
* *What results do you expect to reach by the end of the Innoexplorer project?*

This section is focused on the quality and risk of your project activity. By quality, you will need to ensure that you propose the “right” people are doing the “right” things. In other words, does your team have access to partner companies or consultants that will equip you with the required skills.

After introducing these new skills, you then need to explain how this “expanded team” will reduce risk by working on the appropriate tasks that investors expect. A useful tip is to speak to investors early in the process. Speak with Enterprise and Innovation on how to do this.

* + 1. ***Please explain and substantiate how the project can be realised (1200 characters)***

*In this section you should furthermore describe:*

* *What are the assets (e.g. research results, equipment, competences, IP, partners etc.) critical to the realisation of the project, and how will you ensure you have access to them?*
* *What challenges (e.g. technical, regulatory or ethical) do you expect to meet during the project? And how will you address them?*

In this section, you need to continue from part a above, but describe what assets you will need to create the company. For example, if your technology is protected by a patent application filed at the university, how will your team license this IP? Talk to Enterprise and Innovation’s Business Development about this.

There may be other physical assets such as R&D infrastructure that you will need. This may be available at the university – or you may need to work with a contract research lab. Talk to Enterprise and Innovation’s Business Development about these points.

* + 1. ***Please describe and substantiate that you have the skills to conduct the project (1200 characters)***

*In this section you should furthermore describe:*

* *Which skills and professional competences are required in the team to successfully complete the activities listed in the Innoexplorer project plan?*
* *Which skills are required in the team to realise the entrepreneurial idea in the long term?*
* *Which skills and professional competences are already present in the team and how will you access any potentially missing skills both during and after the Innoexplorer project?*

In this section, you can describe how you will access the new skills in your project? For example, will you recruit a consultant or will you include another postdoc from a different AU department that has skills which you lack? You can also describe your relationship to contract research labs and explain how you will work together. The InnoExplorer panel has informed us that they expect your application to include business and sector skills as relevant.

* + 1. ***Please explain and substantiate how an Innoexplorer investment can bring the entrepreneurial idea closer to a stage that allows for the establishment of a company (1200 characters)***

*In this section you should furthermore describe:*

* *How does the Innoexplorer project contribute to reducing risks in a way that the entrepreneurial idea is brought closer to a stage that allows for the establishment of a company in a shortor long-term perspective?*
* *Please explain your thoughts on further development towards commercialisation after the Innoexplorer project.*

Once your plan is completed in the above sections, you can explain what you would do after your InnoExplorer application. Explain what results you will obtain. These results can be R&D results or it could be a market analysis by a consultant.

1. **Activitiy plan (fill out for each activity)**
   1. ***Activity (500 characters)***
   2. ***Who does it? (500 characters)***
   3. ***Result/ milestone (500 characters)***
   4. ***Activity start***
   5. ***Activity end***