**Please note that InnoExplorer does not require your project to involve a patent application. Although TTO Business Development is limited to the commercialisation of IPR – InnoExplorer is not. Please discuss with your business development manager.**

1. **Project Title**

Do not include business-sensitive information in the title of the application, as the title might be published.

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 (1200 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**
   1. ***Start Date:***
   2. ***End Date:***
   3. ***Duration in months:***

The projects for InnoExplorer are limited to 12 months.

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.

Your application needs to demonstrate progression and evaluators may 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 describe the researchers that will be a part of the activity within the application. Please note that your application process will later describe project partners or consultants that will allow you to create an “extended team”. For now, in Section 6, you only describe the researchers involved.

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

*In this section you should furthermore describe:*

* *Which problem or need does the entrepreneurship idea intend to solve?*
* *What does the expected solution consist of?*
* *How and why will it work?*

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 TTO 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 how the project is based on sufficiently mature knowledge and research results with commercial potential (1200 characters)***

*In this section you should furthermore describe:*

* *Which problem or need does the entrepreneurship idea intend to solve?*
* *What does the expected solution consist of?*
* *How and why will it work?*

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 TTO Business Development 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.

* 1. ***Please describe the state-of-the-art in solutions to the need or challenges addressed by this project (1200 characters)***

*In this section you should furthermore describe:*

* *How is the project innovative vis-à-vis the state-of-the-art?*
* *Do you propose to solve the need in a new way, or has the need been unsolvable up until now?*

This section is asking 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 relevant adopted methods, approaches and technologies (1200 characters)***

*In this section you should furthermore describe:*

* *How does your choice of approaches contribute to your solution*
* *What were your thoughts as regards the chosen methods, approaches and technologies, including cross-disciplinary approaches, where relevant?*

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?*
* *Have you considered whether the solution or parts of it can be protected via a patent, copyright, design protection programme etc.? Do you have another way of protecting your solution from copying and competition? Please explain how your choice of protection or no protection suits your product/solution and the market.*

Here you describe what is “different” about your approach. This is connect to part 7c above. 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 TTO 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 render probable that there is a need, 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?*

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 render probable that you will in the long term 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 profit from the solution and establish an economically sustainable business for the purpose of distributing the solution? 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 TTO Business Develop for advice on stakeholders. If your project is developing a wearable electronics technology, have you spoken to any potential industry partners?

* 1. ***Please render probable that the entrepreneurship idea has the potential to create value for Denmark through a new business that can create economic growth and jobs and/or help solve significant social challenges (1200 characters)***

*In this section you should furthermore describe:*

* *Please describe, to the extent possible, 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 activities included herein (1200 characters)***

*In this section you should furthermore describe:*

* *How does the project contribute to developing the entrepreneurship idea and its commercialisation potential?*
* *How does the project contribute to reducing risks and, in so doing, bringing the entrepreneurship idea closer to a stage that allows for the establishment of a company?*

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 TTO Business Development on how to do this.

* 1. ***Please render probable that the project can be realised (technically, legally and ethically) (1200 characters)***

*In this section you should furthermore describe:*

* *What are the project’s main assets (e.g. research results, equipment, competences, IT, partners etc.) at present?*
* *Which assets are critical to the realisation of the project, and how will you access 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 TTO 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 TTO Business Development about these points.

* 1. ***Please describe and render probable 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 to successfully complete the activities listed in the project plan?*
* *Which skills are required to realise the entrepreneurship idea in the long term?*
* *How will you access any missing skills, both during the Innoexplorer*

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 render probable that an Innoexplorer investment can bring the entrepreneurship idea closer to a stage that allows for the establishment of a company (1200 characters)***

*In this section you should furthermore describe:*

* *A: Which results do you expect to have generated by the end of the Innoexplorer project period?*
* *B: Please account for your thoughts on further development towards commercialisation and utilisation of the research results.*

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. **Activities (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***