



## HUBIQUITOUS 2ND OPEN CALL - PROPOSAL TEMPLATE

A complete submission includes the following documents:

- Part 1: Administrative Data Sheet
- Part 2: Technical Description - Proposal Template (max. 6 pages)

This Proposal must describe the activities to be undertaken by the applicant demonstrating that they will use the three innovation enablers (Solution Lab, Application Business Box and MeetHub platform) to develop proofs of concept and prototypes of new products and services, develop and test new business models, develop collaboration and partnerships to test it, support participation in showcase events at international level.

Please follow the structure of the template when preparing your proposal. It has been designed to ensure that the important aspects of your innovation and planned work are presented in a way that will enable the evaluators to make an effective assessment against the award criteria.

If you upload a proposal longer than 6 pages (including cover page and executive summary), excess pages will be made invisible and will not be taken into consideration.

Please, do not consider the page limit as a target! It is in your interest to keep your text as concise as possible, since evaluators rarely view unnecessarily long proposals in a positive light.

Please respect the following formatting constraints:

Times New Roman, Arial or similar, at least font size 11, page size A4, margins (2.0 cm side and 1.5 cm top and bottom), at least single line spacing.

Further guidance is available in the Guidelines for Applicants [\[web\]](#)



## Annex B. PART 2 Technical Description (Proposal Template)

### Technical Description

#### 1. Cover Page

- **Applicant:**
- **Title of the proposal:**
- **Acronym of the proposal:**
- **Sector covered:**

#### 2. Executive Summary

#### 3. Content

##### Excellence

##### Business and industrial relevance

- *Explain the industrial/economic/social problem to overcome, or the business opportunity to be taken advantage of, that has not yet been solved / offered and can be solved / offered through your IoT innovation business project*
- *Explain also how your IoT solution solves the stated problem or avails of the business opportunity*
- *Describe the objectives and expected outcome of your IoT deployment project*

##### Innovative use of technology

- *Why now? Explain the historical evolution of your project and define recent trends that make your solution possible*
- *Explain the current stage of development of the IoT deployment project and the key milestones that have led to it (e.g. prototype, early field trials, pilot studies)? Refer to Technology Readiness Levels where relevant:  
([http://ec.europa.eu/research/participants/data/ref/h2020/other/wp/2018-2020/annexes/h2020-wp1820-annex-g-trl\\_en.pdf](http://ec.europa.eu/research/participants/data/ref/h2020/other/wp/2018-2020/annexes/h2020-wp1820-annex-g-trl_en.pdf))*
- *Describe how your tech project intends to develop something new that addresses AU wide challenges*
- *Explain the novelty of your tech deployment project*
- *Describe the expected key market application(s) extracted from the results already achieved, that differentiates your project and provides the highest added value for potential customers*
- *What are the further stages and activities needed to commercialise your IoT application/solution?*



## Impact

### Societal and Economic value

- *Who are the targeted users and/or customers and why will they take advantage from your IoT deployment project (unique selling point)? Are they new or already part of your user/customer base? What is your relation with them (e.g. market survey, testing/feedback, letters of intent)?*
- *What is the market in terms of type (e.g. niche/high volume, new/mature, growth rate), size (e.g. volume, value, geographical scope) and growth? What is your envisaged market share?*
- *Who are your main direct and indirect competitors? (Competitors, substitutes and alternatives).*

### Exploitation strategy

- *Describe the most important market barriers to be overcome to realise the commercialization strategy*
- *Describe the targeted users of the final solution; in which market segment/geographical areas do you see these potential users, and how do you intend to reach them?*
- *Explain which stakeholders are key to get involved for making a successful commercial exploitation*
- *Describe the legal and regulatory requirements to be fulfilled for the commercialisation of your IoT project and whether it is incorporated in or compliant with standards relevant to the technology.*
- *What is your strategy for knowledge management and protection?*
- *What will be your business model, including the revenue model?*
- *Describe the strategy plan for commercialisation of your business innovation project, including own commercialisation means or/and cooperation(s) needed with key third parties. Approximate time to market/deployment.*

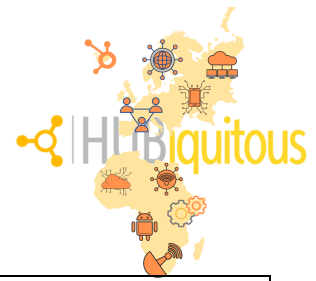
## Implementation

### Team

- *Describe your team and their achievements and experience in relation to the approach you will be taking. (Note: CVs and more detailed descriptions will be included in Part 1)*
- *Describe the roles of the team within your project. What is the role of the company's owner(s)? What are the main strengths and weaknesses of the team?*
- *If your project is to be implemented by a joint EU entity, describe how the partners complement each other.*

### Work plan – Objectives and milestones

- *Present a detailed project plan comprising:*
  - *Objectives*
  - *IoT Deployment: from PoC > Prototype > MVP*
  - *Major milestones and action plan to reach them*
  - *One deliverable: Final report, including the benefits from participating in the Hubiquitous Accelerator Program*
- *Bear in mind that the duration of the Accelerator Program is 6 months and do not forget to adapt your project to this duration.*



## **Objectives**

**Description of work** (where appropriate, broken down into tasks), lead partner and role of participants

- *Months 1 and 2: programme presentation (objectives, processes, responsibilities and engagements), definition of Proof of Concept (PoC) by innovators and start of the mentoring services.*

- *Months 3 and 4: innovators will focus on the development of their projects, continue gaining additional knowledge and advice from the value-adding mentoring services and participate in project activities.*

- *Months 5 and 6: development of Minimum Viable Product (MVP) and market testing.*

### **Milestones:**

M1...

M2...

### **Deliverable:**

Final report, including the benefits from participating in the HubiQuitous Accelerator Program