

Application form  
ICON project:  
Project description

Version for AI-ICON 2021 and CS-ICON 2021

**IMPORTANT NOTE REGARDING MAXIMUM DOCUMENT SIZE**

The character limit for this document is 150.000 characters.

The number of characters is defined as the character count including spaces provided by Microsoft Word (i.e., the value of “Tekens (inclusief spaties)” in the dialog box “Woorden tellen” with the checkbox “Inclusief tekstvakken, voet- en eindnoten” checked).

Exceeding the character limit may result in an inadmissible application.

**IMPORTANT NOTE REGARDING CONFIDENTIALITY**

This document is forwarded as is to external experts.

# Project context and summary

# Business activities and project details

Briefly describe the activities of each business partner. What do you currently offer your customers and in which market, or what do you have in the pipeline? Emphasize specific activities, business units and markets that are related to this project.

Describe what actually led to the project (problem, opportunity, ...) and how you got to the idea of an r&d project. Describe how the project will fit into the current activities of the partners or how it could lead, on the long term, to setting up a new activity.

## Executive summary (1 page)

Provide a brief summary of the r&d project with focus on indicating the objective(s), in relation to the intended effects of the VLAIO support program, in particular more intrinsic knowledge acquisition and high(er) research risks. The objectives of your r&d project will be fully incorporated in the funding agreement and will be used at the end of the r&d project to determine to what extent the goals have been achieved. Note that the funding agreement is a resources-based commitment and not a result-based commitment.

The summary must also be provided in Dutch.

The executive summary should be structured as follows:

### Project summary for the general public

Provide a 150-word summary that that can be understood by the general public and that may be used for public communication.

### General purpose

Describe in a few sentences the main objective of the r&d project. Which knowledge acquisition are you aiming at with this r&d project? Describe the essence of the innovation you wish to realize at the level of product, process and/or services.

### Concrete objectives and criteria

Which (intermediate) results do you want to reach within the development of your innovation after this r&d project? Identify concrete and measurable results you want to pursue (SMART). Preferably set quantitative target values, requirements, criteria and standards, that will enable you, at the end of the r&d project, to measure the extent to which the expected results have been achieved. If your project is expected to have a social impact as well, formulate a specific social objective too.

### Impact

As different business partners are involved, describe the impact per business partner.

Assuming that the intended results will be achieved, briefly describe how each partner will implement the results (improvement of an existing product, new product, improved process, ...). Describe the impact on each company (or if relevant the Flemish branch): new activity, expansion/continuity of a core activity/subactivity, ... Describe how the results will have an economic (jobs & investments) and/or social (social savings and/or gains) impact on Flanders. Specify the total quantitative added value that the project will have for Flanders during the valorization period.

# Project content

In this section we ask you to describe your innovation and to explain how the r&d project and its approach will lead to the intended objectives.

## 2.1 State-of-the-art and relevance with respect to the state-of-the-art

Briefly describe the accessible state-of-the-art related to the research topic, indicating sources if available (publications, patents, freedom-to-operate, existing products or processes).

How does this project relate to competing, complementary and previous r&d projects (both own previous projects as well as other R&D activities in the Flemish knowledge ecosystem), patents and standards? This must clearly demonstrate the step the r&d project is aiming at with regard to the prior knowledge of the partners and the accessible state-of-the-art (as described above). Specifically mention the challenges and difficulties for which no solution is available at this moment.

## 2.2 Project implementation

Your project plan is also the basis for the preparation of your project budget on which the subsidy will be calculated if support is granted. You must use a separate Excel template (available in [Dutch](https://www.vlaio.be/nl/media/1479) and [English](https://www.vlaio.be/en/media/1611)) to prepare your project budget. This document will not be forwarded to the external experts.

### Approach

Describe and explain the approach of your r&d project. Indicate the general structure and describe the coherence between the work packages. Clarify how interim decision moments are taken into account. Add a Gantt chart to clarify the project planning.

### Work program

Divide the work program into work packages, giving the following information per work package:

|  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Work package number:** |  | **Start month:** | |  | | **Duration:**  **(months)** |  | | **Total number of person months:** | |  |
| **Title:** |  | | | | | | | | | | |
| Partner: | A1 | | A2 | | … | | | O1 | | O2 | |
| Person months: |  | |  | |  | | |  | |  | |

**Objective of the work package:** briefly describe the objective of this work package

**Tasks:**

* Split the work into tasks. Which possible solutions are you going to investigate and which actions are needed to do so? Indicate to what extent you are using existing methods / tools / techniques / software, ... and / or if new ones must be developed.
* Indicate how the manpower was estimated (e.g. number of planned iterations).
* Describe the division of tasks between the partners.

**Challenges and risks:**

* Substantiate the specific challenges of this work package.
* Describe the risks involved in the implementation and possible fallback positions.

**Expected results/deliverables and possible milestones**

* Sum up the expected results this work package should lead to, including possible milestones.

### Overview of staffing

Give an **overview** of the person months to be spent per work package and per year.

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **WP** | **Partner** | **Start date + 12 months** | **Start date + 24 months** | **Start date + 36 months** | **TOTAL** |
| 1 | Partner 1 |  |  |  |  |
| Partner 2 |  |  |  |  |
| … |  |  |  |  |
| … | Partner 1 |  |  |  |  |
| Partner 2 |  |  |  |  |
| … |  |  |  |  |
| **TOTAL** | **Partner 1** |  |  |  |  |
| **Partner 2** |  |  |  |  |
| **…** |  |  |  |  |

### Additional motivation with regard to ICON

*The ICON formula is based on the concept of actual collaboration between the companies involved and the research organization(s). This translates into the elaboration of an integrated project proposal where the synergy between the different project parts and the added value of the partnership must already be clearly demonstrated. This actually existing cooperation must therefore be reflected in the description of the work plan on the one hand. On the other hand, this section requires you to provide additional motivation for the assessment of the criteria that are specific to an ICON project.*

Give a further description of the partnership between the companies and the research organization(s). Clarify for each partner (both companies and research organization(s)) with which other partners interaction is foreseen and what contribution is made to the project.

Explain how this cooperation contributes to the broader common goal. Also prove that the application potential of the activities from the research organization(s) is broader than the intended utilization of the results by the consortium of companies. Possible alternative domains or usage scenarios can be mentioned. If potential users or user profiles have already been identified outside the consortium of the project, they can also be mentioned.

Indicate to what extent the activities of the research organization(s) differ from the horizon/scope of a business project, by indicating where one can expect a clearly innovative knowledge transfer with added value beyond the state of the art knowledge and current research and where the risk is significantly higher than usual in industrial research. Indicate the most important uncertainties, risks and challenges per research organization.

Confirm that the cooperation takes place in compliance with the EU framework for state aid, whereby the research carried out by the research organization(s) involves non-economic activities with sufficient independence from the companies involved, and that the companies receive no indirect support from the research organization(s). This must be clear from the agreements already made on the transfer and use of intellectual property rights. If there is a deviation from the standard market-based transfer, it must be justified that such a deviating IP scheme adequately reflects the work packages and contributions of the cooperating partners.

## 2.3 Expertise and resources

Briefly describe the relevant expertise and resources (personnel and infrastructure) of each partner (company and research institution) who will perform the abovementioned tasks. If any gaps remain at this stage, indicate how you intend to cover them.

Indicate the expected synergy or synergies between the different partners and motivate the partner choices made.

