

Application

Innovation mandate

Spin-off

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# Application

When completing the application, please follow the instructions below:

* The application may be completed either in Dutch or in English. However, if English is used, the title of the project and the innovation goal must be translated into Dutch as well. The defense of the application takes place in the language in which the application is written.
* This application form contains the basic information required for easy completion. Additional information can be found in the guidance documents on the website (<https://www.vlaio.be/nl/subsidies-financiering/innovatiemandaten>).
* The information provided in the application has to be sufficiently clear to allow the advisor and external experts to assess the project.
* In the course of the application processing no bilateral meeting with Flanders Innovation and Entrepreneurship (Agentschap Innoveren en Ondernemen) is foreseen. The application will be assessed as it was initially submitted to the Agency.

The accompanying template will help you completing your application with all the information required. You are kindly requested to use nothing but this template for your application and pay the necessary attention to the guidelines included.

Attention: this template is only applicable for the application of a spin-off mandate. In case of an application of a project in cooperation with an existing company, you have to use the other templates.

# Proposal for the post-doctorate research

## Lead up to the project (3 pages)

Describe concretely what led to the project (problem, opportunity, … ) and the way it originated. Describe the main scientific results which form the basis of this project. Describe the challenges, referring to the international state-of-the-art (incl. reference to international literature). In case of citations of patents, please indicate the relevant IPC-classes (International Patent Classification).

Specify the questions and difficulties that need to be solved in this project.

Indicate any overlap with other projects funded by the Agency or projects supported by other organizations.

## Innovation goal (1 page)

The innovation goal must provide a **concise description of the project** with the **emphasis** placed on the **objective(s)**. The innovation goal will be integrally included in the agreement and will be used at the end of the project to determine to what extent the established objectives were achieved. This is one of the reasons why it is necessary to delineate the objectives as clearly as possible, to ensure that they are concrete and verifiable and to include as many quantitative benchmarks as possible, if appropriate.

If the application is written in English, please provide a Dutch version of this section as well.

Describe the innovation goal, using the following structure:

**General purpose**

Describe in 1 or 2 sentences what the company wants to achieve with the proposed project. The general purpose is in essence the innovation to be achieved in terms of a product, process and/or service. The general goal should be the foundation for understanding the various concrete objectives, criteria, activities and desired results.

**Concrete objectives and criteria**

Indicate explicitly the (interim) results to be achieved, such as specific knowledge, solutions to specific problems,... Indicate per interim result the main quantitative (preferred option) and qualitative benchmarks, criteria, requirements and standards, in order to be able to determine at the end of the project to what extent the expected results have been obtained.

**Valorisation potential**

Express the valorization objectives as specific as possible, in agreement with the expected project results.

Keep the information brief but concise (Further details on the valorisation potential should be given further in the part on valorisation).

## Project description (max. 15 pages, incl. tables & figures, excl. references)

This part describes the way in which the project is approached and explains why this approach has been chosen and why certain strategic choices have been made. The approach should clarify how the innovation goal will be achieved, given the established (interim) objectives and criteria.

Based on the global approach, describe the structure and relationship between the work packages and milestones and how interim decision moments and general project risks have been accounted for. Indicate in the work plan WHAT (division into work units), WHY, HOW (approach, method) the work will be done.

Describe the planned activities focused on the economic valorization path: education, preparation of a business-plan, etc. Estimate the required space of time.

Provide a graphic representation of the different activities over the period of 2 years (2 pages maximum). Indicate clearly the milestones of the project.

## Context (1 page)

Clarify the choice of the scientific and industrial partners and situate the submitted project proposal in the context of research activities of the scientific project partners (supervisor and co-mentor). Describe how the industrial mentor can support you in this preparation phase for the establishment of a spin-off company.

# Intended applications and valorization (5 pages)

## Possible applications and market potential of the innovation

What is the intended product or service?

Provide an outline of the market structure and the relevant competition for the proposed product, process or service innovation.

How big is the potential market (domestic / foreign)? Is it still growing?

## Valorization approach of the project

Which business model is or will be chosen?

Which steps still need to be taken after completion of the project to be able to valorize the results (to start up a company with an industrial activity)?

How much time is still needed before the actual launch, and what investments will probably be needed, including those of the commercialization phase?

Give an estimate of the costs/benefits, capital needs, employment and thereby indicate what assumptions were made.

Also elaborate on the potential risk factors (e.g., intellectual property rights (IPR), freedom to operate (FTO), legal regulations, availability of research data, or infrastructure, etc.) that might hamper the valorisation opportunities in Flanders. If such risk factors exist, indicate how you will deal with them.

Has there already been interaction with the TechTransfer Office of your research institute? To what extent are they already involved?

## Contribution/added value of the project

Describe how the project will contribute to the achievement of the applications and the further development of the spin-off.

## Publications and patents

Describe the strategy that will be taken to publish the results of this project and/or to protect intellectual property rights.

## Spillovers for society (particularly sustainable technological development)

If relevant: Give an analysis and an estimation of the possible contribution to environmental improvement. It is important to make a balance of the positive and the negative environmental effects. Try to give quantitative data as much as possible to prove the environmental benefits compared to a reference situation.

If relevant, describe the link with the big societal and economical challenges (ageing, mobility, healthcare innovation ….).

# Experts to be excluded

To reduce any possible conflict of interest because of industrial competition, applicants may submit a short list of a maximum of 5 experts to be avoided. This holds especially for industrial experts or possibly also experts from universities and research organizations insofar they have a significant affiliation with a competitive company or spin-off development. This must be done at the moment of the initial project application. The short list must be specific i.e. based on the name of the expert or at least of his or her specific research group or department. It is not possible to exclude experts at the higher level of the research organization or university, or to object to experts which are active in a particular domain.

