

**List of questions to be completed to apply for the programme**

**INFORMATION ABOUT THE APPLICANT**

**Name:**

**Phone:**

**Email:**

**Address:**

**PROJECT BACKGROUND INFORMATION**

**Project Name:**

* **How long will the project last?**

*6 - 12 months*

**ABSTRACT**

**Briefly describe your project. Who you are, what you do / want to do**

**and why?**

**At what stage is the project? What do you already have "in hand"?**

* *E.g. I have an idea. / I have an idea and I know who will buy the product and how I will sell it. / I have an idea and have checked who will buy the product and how I will sell it. / I've started prototyping. etc.*

**PROJECT DETAILS**

**Describe your innovation:**

* *What problem/challenge does it solve?*
* *How is it different from solutions that address the same or similar problem/challenge?*
* *What is the current market that your innovation targets?*

**Who will buy your product?**

* *Describe in detail the target groups of customers and users*
* *Outline the product-to-customer journey - the baseline business model and business plan*

**On what basis do you think there will be interest in the product?**

* *For example: 'I have already done primary market research' / 'there is a similar solution on the market that sells' / 'I am a representative of the target group myself' etc.*
* *Why will customers be willing to pay for it?*

**What will make your product unique? How else will it address a need in the marketplace compared to compared to competitors?**

* *Describe your competition, including companies offering different solutions to the same problem / challenge*

**Who else is working on the project? Please give specific names and describe their competences and roles in the team:**

* *What are the strengths and weaknesses of the team?*
* *What hours will they work on the project?*
* *What other competencies are missing from the project? How do you plan to address this?*

**What do you plan to implement as part of the project? What are the technical milestones**

**and business milestones of the project?**

* *Describe the main objectives of the project and the deliverables you are committed to.*
* *(The milestones listed here will form the basis for the project's binding targets if the application is successful. It is recommended to set a number of milestones that reflects the duration and budget of the project.)*

**What are the risks of the project and their possible solutions?**

* What criticisms/questions do you expect from the evaluators? How would you respond to them? What do you plan to pay for with the grant funds?
* Break down the items that will be included in the draft budget below. What do you need to pay for further product development and why.

**Do you plan to co-finance the project (what proportion)?**

**What will be the impact of awarding the grant compared to not awarding it? In what specific ways will the support help you?**

**PROJECT BUDGET AND ATTACHMENTS**

|  |  |  |
| --- | --- | --- |
| **Draft project budget:** | **Project resources** | **Own resources** |
| Personal expenses |  |  |
| Travel expenses |  |  |
| Expenditures for the acquisition of tangible and intangible assets |  |  |
| Expenditure on external services\* |  |  |
| **Total amount:** | **\*\*** |  |

**\*** *when purchasing external services, the beneficiary is obliged to comply with Act 137/2006 Coll. on public procurement and this item must not form the dominant part of the budget.*

**Amount of aid requested\*\***

*Range 200 000 - 2 000 000 CZK*

**REQUIRED ANNEXES**

* Link to video
* Other attachments

**Total size of attachments maximum 5MB**