## Application Template NTNU Discovery Main Project

*Applications for NTNU Discovery main projects must be submitted using this form and must not exceed 10 pages, including attachments. Use font Arial minimum 11.*

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| **Project title/Name** |
| Write a brief and descriptive title for the project (5–6 words) |

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| **Summary** |
| *What is the business idea, is there a new market, what is the need, how big is the need, what is the market potential, where is this covered, and how does your concept differ from competing solutions?**Give a brief summary of the purpose of the project, the amount of funding you are applying for, what your most most critical challenges are, and a plan for how to proceed if the project objectives are achieved. Your summary must include the amount of funding you are applying for and the faculty/department you are connected to.* |

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| **Project owner (employee at department/clinic/TTO and person with administrative responsibility)** |
| Name |  |
| Title/position |  |
| Department/clinic |  |
| Telephone |  |
| E-mail |  |

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| --- |
| **Project manager (person responsible for implementation and reporting)** |
| Name |  |
| Title/position |  |
| Department/clinic |  |
| Telephone |  |
| E-mail |  |

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| --- |
| **Other active project participants (researchers, students, external parties)** |
| Name: | Affiliation/department/clinic | Project role |
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| **IPR declaration** |
| Employees must first register their idea with TTP by submitting a [DOFI](https://www.ntnutto.no/slik-hjelper-vi-din-ide/meld-inn-ide/). Once this is done, TTO will get back to you with an IPR assessment, which needs to be be completed below. For student projects, it is especially important to cover all aspects specified below.  |
| Results from “prior arts research”, “patentability” and “freedom to operate”. Describe existing intellectual property rights within the project and how these are secured, or how you plan to secure these rights. |

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| **Part 1. Commercial and technological mission statement** |

**1.1 Describe the market potential**

**1.2 Describe the invention/innovation (the technological conceptual basis and methodology) your project is based on.**

**1.3 Describe the potential new product, process or service your project will produce. Include a description of the degree of innovation.**

**1.4 Briefly describe the projects strategic connection to NTNU/HMN.**

Connection with academic environment, department, clinic, research programme, study programme, student involvement, other projects, etc.

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| **[Part 2. Commercial potential](#_Hlk282698177" \s "1,1872,1925,0,,Del 1. Forretningsmessig og tekn)** |

If your project has several potential applications, please describe all known areas of application, but focus on the one with the greatest potential.

**2.1 Describe the value chain**

Describe most important stakeholders and their roles, from raw materials and subcontractors to customers and end users. This structure will vary from project to project, but should provide a general idea of where in the value chain the project aims to find its place.

**2.2 Describe the market**

Who is the customer/licensee? What are the customers needs and which need does the innovation aim to meet? What are the main drivers at the end user level? What are the barriers to market entry?

**2.3 Describe the competition**

Identify existing and competing solutions on the market. Describe solutions under development that may become competing solutions in the future. Point out competitive advantages to the innovation compared to existing and future solutions.

**2.4 Relations and networks in relevant industries**

Describe strategic and financial relationships established or under development with end users and potential licensees, collaborative partners and partners further along in the commercialization process, etc. Formalized partner relations are specified on page 1 of the application.

**2.5 Industrial and regulatory aspects**

Describe characteristics of the project’s target market/industry: market barriers, margins, rate of turnover, etc. Identify relevant regulations, such as market standards, regulatory authorities and legal aspects that may affect the commercialization process.

**2.6 Describe key points in the process to commercialize the product, process or service**

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| **[Part 3. Activity plan, milestone plan, budget and funding](#_Hlk282698321" \s "1,3960,3993,0,,Del 4. Immaterielle rettigheter)** |

**3.1 Activity plan**

What will be delivered, when and by whom? Describe the project’s activities and achievements at certain stages (milestones).

**3.2 Milestone plan**

**A: Technical development milestones**

|  |  |  |
| --- | --- | --- |
| **Milestone 1A** | **Name of milestone** | **Date of completion:** |
| Describe milestone.Describe what needs to happen to achieve this milestone.  |
| **Milestone 2A** | **Name of milestone** | **Date of completion:** |
| Describe milestone.Describe what needs to happen to achieve this milestone. |
| **Milestone 3A** | **Name of milestone** | **Date of completion:** |
| Describe milestone.Describe what needs to happen to achieve this milestone.  |

[etc.]

**B. Commercialization milestones (partners, licensing, IPR protection, etc.)**

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| --- | --- | --- |
| **Milestone 1B** | **Name of milestone** | **Date of completion:** |
| Describe milestone.Describe what needs to happen to achieve this milestone.  |
| **Milestone 2B** | **Name of milestone** | **Date of completion:** |
| Describe milestone.Describe what needs to happen to achieve this milestone.  |

[etc.]

**3.3 Risk assessment**

Describe the most significant risks associated with the project (technical, business, marketing, IPR or legal/regulatory risks, or risks associated with the project execution itself).

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| --- | --- | --- | --- |
| **Describe the risk** | **Risk, R (1–10)** | **Consequence, C (1–10)** | **Total (R\*C)** |
|  |  |  |  |
|  |  |  |  |

[etc.]

Indicate how significant risks will be managed.

**3.4 Budget**

(Excel – double-click the table to activate the spreadsheet, expand with additional columns if necessary)



**3.5 Funding**

|  |  |
| --- | --- |
| ***Source of funding*** | ***Funding (NOK 1,000)*** |
| Indirect contributions (own resources, research infrastructure, etc.) |  |
| NTNU Discovery |  |
| External funding (public grants) |  |
| External funding (private funding) |  |
| Other funding |  |
| **TOTAL** |  |

|  |  |  |
| --- | --- | --- |
| **Has the project previously applied for funding from NTNU Discovery, FORNY or other sources?** | Yes | No |
| Notes:  |

**3.6 Commercialization timeline and further work**

Estimate a timeline for when external stakeholders are likely to join the project and secure further funding.

Estimate a timeline for when the product, process or service becomes available on the market.

Describe how activities in the period prior to the launch of a new product, process or service will be funded (e.g. next source of funding).

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| **Signature of NTNU Head of Department/HMN clinic director** |
| The department/clinic endorses this application to NTNU, confirms that the applicants are employees of NTNU/HMN or active students at NTNU. The department/clinic confirms that a project accountant at unit level will create an internal project and follow up on project reporting.Job title: Name: Place/date: |

Remember to send a copy of your application to the vice dean of innovation at your faculty for information.