



inDemand: Demand driven co-creation for public entities

APPLICATION FORM EAST-NETHERLANDS

CONTENT

GUIDELINES	2
GENERAL INFORMATION	2
SECTION 1: YOUR SOLUTION	4
1.1 Solution description	4
1.2 Fit with inDemand challenge and compliance	4
1.3 Technological excellence	4
SECTION 2: EXPECTED IMPACT	4
2.1 Objectives and success indicator targets	4
SECTION 3: WORKPLAN	4
3.1 Planning of activities	4
3.2 Budget breakdown	4
3.3 Co-creation expectations	5
SECTION 4: TEAM EXPERIENCE	5
SECTION 5: BUSINESS SUSTAINABILITY	5
5.1 Market description and commercialization strategy	5
5.2 Commercialization potential	5
5.3 Business commitment	5

This Application Form describes the information requested to SMEs from the beneficiaries of the inDemand Open Call, against which, they will be evaluated and selected.

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GUIDELINES

- You must use the structure of the present template to prepare your proposal.
- The maximum total length of sections 1 to 5 of your proposal shall **not exceed 12 pages in total**, including figures and tables, that are much recommended, with the following page limits for each section:
 - Section 1: Your solution. 3 pages (max)
 - Section 2: Expected Impact. 2 page (max)
 - Section 3: Work Plan. 3 pages (max)
 - Section 4: Team experience. 2 pages (max)
 - Section 5: Business sustainability 2 page (max)
- The minimum allowed font size is Arial 10. Please use the same page margins as in this document.

GENERAL INFORMATION

Company name	
National VAT number ¹	
Website URL	
Year of foundation	
Number of employees	
Turnover of the last fiscal year	
Net Result	
Total Equity	
Headquarters country	
Subsidiaries countries	
Current customers	
CONTACT DETAILS OF THE LEGAL REPRESENTATIVE	
First Name	
Last name	
email	
Phone number [e.g. +34 987 654 321]	
CONTACT DETAILS OF THE COORDINATING PERSON (CAN BE DIFFERENT FROM THE LEGAL REPR.)	
First Name	
Last name	

¹ If you are not taxed and don't have a VAT number, provide the unique identifying number of your company available in your country

Email	
Phone number [e.g. +34 987 654 321]	
Are you an SME? Make sure you check it ²	
Solution TRL level ³	

² The legal status of the Applicant must be an Small and Medium Enterprise compliant with the [EU definition of SMEs](#).

³ [Technology Readiness Level \(TRL\)](#) must be minimum 6

PROPOSAL NAME AND ACRONYM

[Fill in the name and provide and Acronym if available]

ADDRESSED CHALLENGE

[State the name of the inDemand challenge you tackle]

PROJECT SUMMARY

[Maximum 2000 characters – refer to name and acronym as well as publishable summary of the proposed project]

SECTION 1: YOUR SOLUTION

1.1 Solution description

[Describe in detail the overall concept] [Describe its main characteristics and components. Add graphs or mock-ups to illustrate] [Indicate the current stage of development of each key component] [In case of challenges dealing with analytics, indicate here your set up and validation strategy for your algorithm and why you consider your choice of algorithm/model superior to other alternatives]

1.2 Fit with inDemand challenge and compliance

[Explicit the functional scope: list and confirm it will cover all compulsory requirements and which of the desirable ones. Additional functionality or value should also be proposed here] [Describe how you plan to address compliance with privacy, security and other technical aspects expected during execution]

1.3 Technological excellence

[Explain what makes your solution excellent and different from your competitors] [List the methodologi(es) and standards you will use to develop your solution] [Describe how usability and/or end user engagement will be enforced to facilitate their quick adoption]

SECTION 2: EXPECTED IMPACT

2.1 Objectives and success indicator targets

[Describe your objectives and success indicators (KPIs) at the end of the piloting phase, that must include those stated in the call. KPIs should be clear, measurable, realistic and achievable within the duration of the project. State also by what means each KPI will be measured. These KPIs will be scrutinized at the final review of the inDemand co-creation phase to assess project success] [Explicit what else (e.g. added value) will be delivered at the end of the pilot]

SECTION 3: WORKPLAN

3.1 Planning of activities

[Provide a work plan describing your planned key activities within the pilot lifetime. This shall include a timeframe in a Gantt chart with milestones against which progress will be gauged.]

3.2 Budget breakdown

[Add a table with your budget] [what extra sources of funding you plan to leverage to complete the part not funded by inDemand]

3.3 Co-creation expectations

[Describe your expectations in the co-creation phase with regards to the interactions with professionals and users: indicate the number and purpose of the interactions] [Describe the importance given to the co-creation work (objectives and means employed)] [Describe your technological needs]

SECTION 4: TEAM EXPERIENCE

4.1 Team description

[For each project participant indicate gender, role and provide a short biography relevant to the project execution and their experience in the Health sector, identifying those that are going to be directly involved in the implementation.][Indicate who will be the main contact point, and how much knowledge that person has on the language spoken in the Challenger country.] [In case of use of seconded personnel from other company or external subcontracting services, a formal explanation should be provided.] [inDemand reserves the right to require the implication of the team described here]

SECTION 5: BUSINESS SUSTAINABILITY

5.1 Market description and commercialization strategy

[Explain your view on the business model, expected market at national and international level] [Also analyse competing solutions or alternatives] [Explain your strategy to commercialize your solution after the pilot] [Explain your priority customer types, how to reach them and any potential partnerships]

5.2 Commercialization potential

[Describe your company: experience in the Health sector and/or in the proposed challenge] [Indicate international subsidiaries, if any] [Describe why your company is better positioned to outperform competitors]

5.3 Business commitment

[Describe why your company is interested in developing a (new) business line around this challenge. Why it is important for you to win this project] [How do you plan to fund future development and commercialization efforts after the piloting]

ETHICAL ISSUES

[Please, explain whether there are any ethical issues to be considered in your proposal. Please see [H2020 rule regarding ethics](#)]