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| **Innovation Matching Grants Business Development Support for innovative technology oriented start-ups****Application Form** |
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| **I. General Information** |
| 1. Name of the Company:
2. Total number of team members (including team leader):
3. Name, Surname and Position of the project responsible person / Team Leader:
4. Contacts of project responsible person/team leader (e-mail, phone):

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2. Project Short-Description

Please provide a brief (not to exceed 100 words) general description of your technology product/service, focusing on the specific problem your technology will help to solve: 1. Is your project or business in Gyumri or Vanadzor or you are planning to extend your business operations to Gyumri or Vanadzor?

☐ Yes☐ No1. Total Project Budget (AMD):
2. Amount of applied project grant (AMD): \_\_\_\_\_\_\_\_\_\_\_\_\_
3. Contribution of the company to project (AMD):
4. Amount of Matching (in %):
5. Program Area

*Please indicate in which programme area the suggest project is allocated:* |

☐ Engineering
☐ CleanTech (Renewable Energy, Energy Efficiency)
☐ Biotech
☐ Other\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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| **II. Executive Summary** |
| **Provide a summary of the suggested project (max. 400 words).** *The summary should include brief description of the following aspects:*

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| * **Your company**
* **Key highlights of the suggested product/service (focusing on the problem your technology will help solve)**
 | * **Addressed Customers, market and beneficiaries**
* **Business strategy**
* **Financial projections**
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**It should be clear what you planning to implement during the 12-month grant period and how this is contributing to the development of your company. *It is recommended that you complete this section after addressing the rest of the questions on this application***

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| **III. Body of the Application** |

Description of company (max. 200 words)*Brief description of the company including following aspects:*

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| * *History*
* *Field of activities*
* *Customers*
 | * *Revenue*
* *Number of employees*
 | * *Ownership structure*
* *Development goals*
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Addressed marked need & problem (max. 300 words)*Please describe the address demand need.* * *Which need in the market you planning to address?*
* *Which problem could be solved?*
* *Which target group will be addressed?*

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Suggested Product/Service Development (max. 500 words)*Please briefly outline following aspects:* * *Explain your idea for your product/service*
* *Key critical features that contribute to the solving the problem in the market*
* *Main relevant technical aspects*
* *Interrelation to the exiting activities of you company*
* *What are the companies or other entities (research institutes) you could partner with in Armenia and/or abroad in order to develop your product?*

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Innovativeness (max. 200 words)*Please, explain the technology features that allow you to provide a compelling value proposition to future users and customers. How different/novel the idea is against what is already in the market?*

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Market Analysis (max. 500 words)*Please elaborate on the market you planning to address with the developed product or service.* * *Description of your target market and customer (size, number, characteristics)*
* *Recent and potential growth in your market*
* *Overview on competitors and competing products*
* *Projection on a successful marketing and sales strategy*

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| Current Level of technical development*Please self-classify your projects product/service development in the Technology Readiness Level (TRL) in: A) status quo and B) envisaged level of development after 12 month grant period****Please be aware that this self-classification helps to evaluate your project and might be reviewed by an technical expert in the field.***

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| **Technology Readiness Level** | **A** | **B** | **Description** |
| TRL 1. |  |  | basic principles observed |
| TRL 2. |  |  | technology concept formulated |
| TRL 3. |  |  | experimental proof of concept |
| TRL 4. |  |  | technology validated in lab |
| TRL 5. |  |  | technology validated in relevant environment (industrially relevant environment in the case of key enabling technologies) |
| TRL 6. |  |  | technology demonstrated in relevant environment (industrially relevant environment in the case of key enabling technologies) |
| TRL 7. |  |  | system prototype demonstration in operational environment |
| TRL 8. |  |  | system complete and qualified |
| TRL 9. |  |  | actual system proven in operational environment (competitive manufacturing in the case of key enabling technologies; or in space) |

Implementation Plan*Please elaborate on the implementation plan to meet in the next year in order to advance your product/service to the market. Please include the following aspects:** *Development goal for the grant after 12 month (e.g. developed industrial prototype, started production/manufacturing, market validation, product launch, market entry/customer acquisition)*
* *Description of project implementation and development plan – including business development milestones and KPIs on at least quarterly basis*

***Here you can also attach separate documents as e.g. a Gantt Chart,***

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Financials *Please explain your financial projections for the implementation of the project and development of the business idea.* * *What are the envisaged revenue streams of the product/service?*
* *Amount of the funding you estimate to reach each of the milestones?*
* *Expected reach of a “breakeven” point*
* *Description of the scaling potential in the period of 3 years.*

***Please addition attach a Budget as indicated in the Annex I and the 12 month cash flow Annex II.***

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## The Team (max. 300 words)

*Please, provide a brief description of the planned involved team regarding the following aspects:*

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| * *Experience of team members and expertise in scope of the project*
* *Credentials and the capability of the personnel or team members to be involved in the project*
* *Technical or business skills which are missing to execute the product development at the moment and need to acquire in the future*
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*Please list the names of all participants and their position title. List the team leader/project responsible first (note, that you need to have at least 3 members in the team*

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| 1. Full Name (as it appears in passport) |
|  LAST First Middle/Patronymic |
| Brief description of individual’s role in project (incl. educational & professional background): |
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| 2. Full Name (as it appears in passport) |
|  LAST First Middle/Patronymic |
| Brief description of individual’s role in project (incl. educational & professional background): |

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| 3. Full Name (as it appears in passport) |
|  LAST First Middle/Patronymic |
| Brief description of individual’s role in project (incl. educational & professional) background): |

## Risks and opportunities (max. 300 words)

*Please, explain the risks related to your product/service development and sales and how you are going to eliminate them. What are opportunities in the market that you can use?*

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| **IV. Signature** |

**Applicant’s Name, Surname**

**Applicant’s signature**

**Date**