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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):   \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_   1. Project title: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ 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☐ No   1. 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:*   |  |  | | --- | --- | | * **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** |   **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***   |  | | --- | | **III. Body of the Application** |  Description of company (max. 200 words) *Brief description of the company including following aspects:*   |  |  |  | | --- | --- | --- | | * *History* * *Field of activities* * *Customers* | * *Revenue* * *Number of employees* | * *Ownership structure* * *Development goals* |  |  | | --- | |  |  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?*  |  | | --- | |  |  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?*  |  | | --- | |  |  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?*   |  | | --- | |  |  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*  |  | | --- | |  | |
| 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.***   |  |  |  |  | | --- | --- | --- | --- | | **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,***     |  | | --- | |  |  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.***   |  | | --- | |  | |

## 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**