**CommBeBiz Bursary**

**APPLICATION FORM** *(2 pages)*

**Please write below each question**

|  |
| --- |
| Subscriber Info |
| First Name (public contact) |
| Last Name (public) |
| Email (public) |
| Phone number (public) |
| CBB contact/competition specific info |
| First Name (private or public?) |
| Last Name (private or public?) |
| Email (private or public?) |
| Phone number (private or public?) |
| Organisation legal name |
| Country |
| Website |
| Project Info |
| Title of idea with business potential |
| Abstract (short description of the idea with business potential (100 words max) |
| Title of related FP7/H2020/Other EU fund project |
| Acronym |
| CommBeBiz Specifics |
| 1. INNOVATION TYPE |
| Choose the type of innovation your idea is applying: (tick two fields)   * commercial * social * policy * technology |
| 1. THEMATIC AREA |
| Thematic Area (tick the thematic area your project applies)   * Food, * Agriculture * Biotech * Forestry * Marine * Other (specify) |
| 1. EVALUATION CRITERIA (A) |
| Innovation potential (50% of marks) |

|  |
| --- |
| 1. What problem does your innovation address? |
| 1. What is your value proposition?  i.e. what’s different about your innovation? How is it better than competing solutions? |
| 1. What are your principal target markets? i.e. who is going to use/buy your product/service? |
| 1. What is the best way of reaching your target users? How to get your product/service to market e.g. online, retail, distributor etc |

|  |
| --- |
| 1. Cost structure: what are the major costs to set up and run a business? |
| 1. Social innovation potential of the project’s discovery? |
| 1. Potential policy developments to be triggered by the project results ? |
| 1. General technology improvements induced by the research? |

|  |
| --- |
| **Technology readiness (50% of marks)** |
| 1. What is the TRL level of your project (include evidence where available e.g. details of prototype, patents etc) (max 100 words) |
| 1. Do you have a first viable product? (max 50 words) |
| 1. Have you acquired first (paying) customers? (max 50 words) |
| 1. Have your secured any initial funding to exploit business potential? (max 50 words) |
| 1. Describe the key partnerships which are/need to be in place to ensure successful exploitation of the innovation: key clients, suppliers, other partners? (max 100 words) |
| 1. Do you have in place all the capabilities to bring the innovation to your target market?  Y/N |

**Thanks for applying for the CommBeBiz Bursary! Save your application in PDF with the name of your project and send it to Marion (**[**marion.perrin@ebn.eu**](mailto:marion.perrin@ebn.eu)**) with the subject: *CBB Bursary – Application – Your Project’s Name*.**