# PO Annex template

🞎 PENTA Call 6

🞎 EURIPIDES² Call 14

🞎 PENTA-EURIPIDES² co-label

**PENTA-EURIPIDES² 2021 Call**

This template must be used equally for PENTA proposals, EURIPIDES² proposals or co-labelled proposals.

**Note that the Project Outline is a concise summary of the Project that you intend to complete. The intent is to convince the reviewers that the project meets the national criteria for funding in the countries involved. It must also show that the overall project is both viable and will result in a significant advance in the State of the Art in the area(s) addressed and that there are opportunities to subsequently develop the project output for economic and societal gain**

**If you are invited to submit a Full Project Proposal, you will be able to provide significantly more detail as to how you will achieve your ambitious goals**

**It is essential that all project partners are in contact with their National Funding Authorities BEFORE the submission of the Project Outline and provide feedback as part of the online submission on the Rationale for Public Funding**

## Foreword

### IMPORTANT, READ FIRST

**Do not remove or modify the sections with these notations in any way**

All guidelines in this template appear in this ‘boxed’ format. These instructions, as well as the preceding title page (“PO Annex template”) and this foreword, should never be manually removed from the submitted files: they are automatically removed by the merging function of the PENTA-EURIPIDES² Project Zone. Potential layout issues that appear when removing the instructions (e.g., a large image leaving half a page blank) will be adjusted by the PENTA-EURIPIDES² Office between the submission of the proposal and the transfer of the generated PO/FPP to the reviewers.

NB: all texts between “<” and “>” symbols (incl. on the front page and in the headers) should be replaced or removed.

It is crucial that proposal writers comply with the pre-defined formatting and styling rules as breaking these may cause the merging process to fail. Please comply with the formatting rules by adhering to the following guidelines:

Do not remove any predefined titles and do not add headers, incl. annexes, that are not supposed to be defined according to this template. Any additional annexes are forbidden, please rely on using footnotes if needed. You are, however, free to add subsections when there is no subsection yet defined (e.g., you can define subsection §2.2.1.1 within §2.2.1 Market analysis).

Do not modify the predefined styles, except for standard ‘emphasis’ effects (i.e., underlined or bold text).

Do not remove the instructions (both green and orange) and do not remove the auto-generated sections, incl. the Annexes.

The proposal size should be less than 10 MB.

It is in the interest of consortia to ensure that a merged document can be generated and downloaded before the submission deadline.

Items that need to be filled in exclusively via the PENTA-EURIPIDES² Project Zone will have the following notation:

Auto-generated section: input to be provided exclusively on the Project Zone.

Do not remove or modify the sections with these notations in any way throughout the entire Annex template, as they are needed in order to automatically merge the information provided via the PENTA-EURIPIDES² Project Zone with your uploaded Annex document.

**Important guidelines for the successful preparation of a PO-FPP**

**1) Length and quality of the proposal**

The quality of the writing and the total length of a proposal have an impact on its evaluation by the Public Authorities and the PENTA-EURIPIDES² experts. Please avoid verbose writing and keep the PO or FPP concise and informative. Use bullet points or tables to provide lengthy information in an efficient format.

Section maximum length indicates the maximum length of the PO and FPP for evaluation. The overall length of the final merged document, excluding sections §3, §4 and Annexe A for the PO (in case of FPP excluding sections §4, §5 and Annexes), must not exceed 40 pages for a merged PO and 60 pages for a merged FPP. A merged PO or FPP that exceeds the maximum length in section §1, §2 (and §3 in case of FPP) can have a negative impact on the evaluation.

**You should be aware that if you exceed the recommended length, this can adversely affect the evaluation by the reviewers.**

**2) The use of Google Docs**

The PO-FPP template cannot be properly copied to Google Docs and re-copied to the original PO-FPP template due to compatibility issues. When using Google Docs, please **only** copy the final “body text per paragraph” from the Google Doc and paste it in the original PO-FPP template.

# Project Outline Annex

<ACRONYM> or <PROJECT NAME>

<FULL PROJECT NAME>

[Strategic Challenges Areas addressed](https://penta-eureka.eu/about-penta/strategic-challenges/)

(please refer to the PENTA Strategic Challenges and/or the EURIPIDES² Vision Mission and Strategy)

<Text to be inserted here>

Edited by: <name>

Date: <date>

Apart from **the State-of-the-Art-dedicated text (§2.4.1),** **which is handled by the PENTA-EURIPIDES² Office as public information**, this document will be treated as strictly confidential unless otherwise specified by the consortium.

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## Project key data

Auto-generated section: input to be provided exclusively on the Project Zone. Do not edit or remove this box and do not provide any text within this Annex in this chapter.

The inserted key data will contain, for example, the acronym, full title, time frame, respective countries and partners per country, the coordinator and a short description including the project idea, the main expected market impact and the main technological objective(s).

## Project acronyms

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1. One-page project description

**(Maximum length: no more than 500 words)**

Within a maximum of one page, provide a strategic description of your proposed project addressing:

* the problem (e.g., from users/customers) to be solved
* the business relevance and the target market impact
* the innovative aspects and the major expected technical outcomes
* the consortium relevance to reach the ambition (technical and business
* the relevance to the EURIPIDES²-PENTA technology scope.

<Text to be inserted here>

1. Project overview
   1. **Rationale of the project**
      1. Problem statement and market value chain

**(Maximum length: 2 pages)**

Summarise here the problem the project aims to solve. Explain the current issues, limitations or bottlenecks of what currently exists, explain the needs you plan to satisfy or to create.

Describe the societal, economic and/or technological challenges addressed by the proposed project and the market value chain that it serves

The market value chain is a representation of the various processes involved in producing products or services and delivering them to the market. It indicates where and how value is considered and created, and how the market actors in their respective markets can be profitable

**This subsection describes the context and background relevant to the project, in terms of technological and market status, not the project itself. It should convince evaluators that the project partners have a good understanding of the context in which they will be evolving, both technology- and business-wise.**

<Text to be inserted here>

* + 1. Project innovations and technology value chain

**(Maximum length: 1-2 pages)**

Present here a brief view of the project innovations you are introducing. Focus the description on novelty in terms of the state-of-the-art. Innovation can include both technological, process, usage and business model innovations. Explain what the project brings to the table, how it differs from existing results and previous or current projects, products and services, how partners will be able to differentiate themselves from existing market actors and become competitive (or how they can create or reimagine a market). Remain concise in this section (cf. §**Error! Reference source not found.** and §**Error! Reference source not found.**).

Describe in a few words what the project aims to achieve and how it backs the broader goals of the main partners.

Introduce also the technological value chain(s): it is a kind of modular architecture comprising the main functions and building blocks required to create the solution, as well as their interactions.

**This subsection should convince evaluators of the novelty of the project proposal.**

<Text to be inserted here>

* 1. Targeted impact
     1. Market analysis

**(Maximum length: up to 2 pages)**

Present here a detailed market analysis that is focused on the actual markets targeted by the project partners. Present market trends (e.g. graphics and figures), main products, describe the landscape in terms of competing or alternative solutions (companies, products…), the situation in Europe vs. US and Asia, etc.; provide figures whenever possible. Use up-to-date data or comment on outdated information (e.g. forecasts of several years ago). Do not rely solely on current market situations but consider also predictions and estimates of future growth from the latest studies.

Describe the existing or announced industrial products or services in the project domain. Explain which competitive advantages the market leaders have and how differentiation could be achieved towards them. Detail why smaller actors are restricted to low market share (e.g. targeting niche markets or competitiveness issue) and how volatile the market currently is (are there more and more actors or is it the opposite? In the latter case, does it derive from market consolidation or from competitors dying out?).

Present existing and potential and/or forecasted competitors (e.g. Google in the car industry or satellites). Do not hesitate to introduce Porter’s five forces model of competition to describe (on top of the current industry competitors) not only suppliers and buyers, but also potential new entrants as well as threat of substitutes.

**This subsection should convince evaluators that the project partners have a clear and detailed understanding of the market they are targeting, including not only the current situation but also the current trends, forecasted evolutions and potential threats.**

<Text to be inserted here>

* + 1. Consortium market access

**(Maximum length: up to two pages)**

Describe how the introduced innovation will help achieve competitive advantage. Explain the expected business impact of the project with respect to the competition (see §2.2.1). Each of the partners (except for the academics and research centres) should clearly identify its markets, opportunities and how it intends to profit from them.

PENTA and EURIPIDES² projects are designed to enable organisations to achieve leadership positions in the value chains addressed as part of the programme. As such, information should be provided in relation to potential IP, opportunities for company development (especially SMEs), along with an analysis of the market State-of-the-Art and competitor positions in the market leading to an understanding of how the outcome of the programme will enable leadership in the applications or systems served.

Summarise how the partners will exploit the actual project results after the project end. When possible, briefly discuss a timeline for commercialising the project outcome (keeping in mind that funded projects may not directly develop products or services): indicate the most relevant technology deployment time range, i.e., short-term (less than two years after project closure), mid-term (two to four years) or long-term (five years or more) that can be expected.

NB: while ambition is at the core of competitiveness, it is also important to remain realistic and credible with regards to the partner targets and capabilities.

**This subsection should convince evaluators that the consortium is credible, legitimate and relevant to address the market and to exploit the project results (if successful) to generate business (i.e., that it can have an impact on the market). This subsection should be market oriented and should only focus on the long-term goals of the project (i.e. what is expected to be achieved thanks to the project outcomes, i.e. after the project closure)**

The detailed exploitation plans for each of the partners must be filled out on the PENTA-EURIPIDES² Project Zone and will be included in Chapter 2.2.3.

<Text to be inserted here>

* + 1. Partner market access

Auto-generated section: input to be provided exclusively on the Project Zone. Do not edit or remove this box and do not provide any text within this Annex in this chapter.

* 1. Contribution to Sustainability

**(Maximum length: up to 2 pages)**

As with general innovation, there is an emerging recognition that sustainable innovation is not just

about new concepts but is about commercialisation of technologies, products and services and

about entrepreneurship. Innovation can also be about the adoption of new processes and systems

at societal level.

Sustainable innovation is a process where sustainability considerations (environmental, social,

financial) are integrated into company systems from idea generation through to research and

development (R&D) and commercialisation. This applies to products, services and technologies,

as well as new business and organisation models.

Sustainable innovation has been defined as covering the spectrum of levels of innovation from

incremental to radical. Whilst there are no absolute or quantifiable definitions and boundaries, four main levels of innovation can be defined in the context of environmental improvement:

Level 1 (incremental): Incremental or small, progressive improvements to existing products

Level 2 (re-design or ‘green limits’): Major re-design of existing products

Level 3 (functional or ‘product alternatives’): New product or service concepts to satisfy the same functional need e.g. teleconferencing as an alternative to travel

Level 4 (disruptive): Design for a sustainable society

**This section is designed to provide summary information on how you expect your project to contribute towards the creation of a more sustainable society and all claims will need to be substantiated**

<Text to be inserted here>

* 1. Technology
     1. State-of-the-Art (SotA) analysis

**(Recommended length: up to 3 pages)**

Describe the current technological situation in the project domain with a detailed technical state-of-the-art, with regard to current products, prototypes and research results and trends, both on the industrial and academic sides.

For the research state-of-the-art (SotA), also document how your proposed project relates to, and/or builds on results of, and differentiates from, other (past or running) cooperative (e.g. H2020, PENTA, CATRENE, EURIPIDES, ECSEL or National) projects: we recommend filling in, for each of such projects a short description thereof in the suggested table below, focusing on the aspects related to the proposed project and a short description of how the proposed project relates to, and/or builds on and differentiates from it. The relationship section of the table explains the intended knowledge transfers between the existing project and the current proposal.

The state-of-the-art described in the project proposal will have to be updated / extended in the course of the project.

**This subsection should convince evaluators that the project partners have detailed knowledge of the technological background (and evolution) in the targeted field. PENTA and EURIPIDES² consider the State-of-the-Art analysis as a key tool to clearly understand and steer innovation all along the project lifespan.**

<Text to be inserted here>

Link to previous and/or current collaborative research projects:

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Project name | Collaborative programme | Time period (approx.) | Technical focus | Relationship |
| <ACRONYM> | <e.g. PENTA-EURIPIDES²> | <e.g. 2010–2013> | <Text to be inserted here> | <Text to be inserted here> |
| <ACRONYM> | <e.g. H2020> | <e.g. 2012-?> | <Text to be inserted here> | <Text to be inserted here> |
|  |  |  |  |  |
|  |  |  |  |  |

* + 1. Summary of technological innovation and novelty in relation to the SotA

**(Maximum length: 3 pages)**

Clearly explain:

* the technological innovations proposed by your project, with reference to the current technology State-of-the-Art
* what differentiates the project from other R&D efforts
* how it builds on the SotA and which novelty it brings from a technological standpoint

**This subsection should convince evaluators that the consortium has sufficient insight into the technological challenges, enough R&D competence and proposes significant breakthroughs to bring technological innovation and novelty**

<Text to be inserted here>

* + 1. Expected project outputs

**(Maximum length: 1 page)**

Detail the concrete final results of the project: give a clear description of what will be its actual set of outputs (new markets, new products, new applications, prototypes, demonstrators, IP positions etc.) The description should be detailed enough to give a clear picture of what will be generated, including the core functionalities and levels of maturity.

At the end of the project, the results will be confronted with the content of this subsection (potentially updated through Change Requests). A poor description will be considered as a lack of expected results, or as significant uncertainty about what will be delivered: clarity is therefore highly recommended here.

The requested description must focus on tangible, realistic and credible outputs that will be developed within the project (if the project extends existing solutions, then clearly clarify the specific contributions of the project) and available at project closure, i.e., demonstrated at the final project review. Post-closure results, like exploitation plans and prospects, have to be indicated in §2.2.2.

**This subsection should convince evaluators that the project will deliver tangible results of interest that will support the business goals of the project partners**

<Text / drawing to be inserted here>

* + 1. Summary of Project Objectives (measurable)

**(Maximum length: 1 page)**

The goal of this section is to **define quantification criteria;** KPIs (Key Performance Indicators) for the overall expected project results and for each of them individually. KPIs will be used to measure the achievements objectively, serving as a strong tool for project leaders to steer the project and for reviewers to evaluate the project’s progress and the maturity level of the results. The project team is free to define any kind of KPI that they deem most valuable for themselves.

KPIs must be SMART, i.e. they must have an initial (State-of-the-Art) value and a target value:

* **S**pecific (the KPI must be unambiguous)
* **M**easurable (the KPI must be measurable in order to: indicate its progress, prove if the target has been reached and serve as a commercial argument to sell the final solution after the project)
* **A**chievable (the KPI must be achievable by the current consortium)
* **R**elevant (the KPI must demonstrate the uniqueness of the project results)
* **T**imely (the KPI must be achievable within the project’s time frame)

Three types of KPIs should be included:

* Key innovation related KPIs
* Unique selling proposition KPIs
* Progress on market access KPIs

In total, a minimum of six KPIs (a minimum of two per type) must be included within the PO-FPP and all of them must be measurable.

Project management related KPIs, e.g. the number of deliverables published, number of meetings, etc., should **not** be included.

KPIs related to key innovations should quantify the initial and targeted performances of your technological innovations. Examples of technological innovation performances include response times, power consumption, etc. During the project, you can measure the current value in order to measure the progress of the innovations.

KPIs relating to unique selling propositions should quantify the unique selling proposition characteristics of your technical innovations. These KPIs will also help you to convince your customers or management to use the results of your project. For example, if you develop a new engineering methodology that will reduce power consumption significantly, you need to have a KPI that indicates what the power consumption is and what the target for the end of the project is (e.g., two or three times lower). At the end of the project, you must be able to show convincing, measured figures indicating the extent to which you have achieved your target.

KPIs relating to market access progress should give you an (indirect) indication of the extent to which the innovations are ready to be introduced in the market. This means the Technology Readiness Level (TRL) of the innovations, but also the preparation and promotion (dissemination) for a market launch. Examples of KPIs could be the targeted TRL level, the targeted number of fairs or conferences at which you want to present the innovations, how many patents you want to register, how many product or service launches of innovations (fast exploitation) you foresee during or just after the project, the targeted number of people in your new open-source community, etc

**This subsection should convince reviewers that the clear analysis and quantification of project progress will be possible during the project lifetime (and sometimes beyond)**

<Text to be inserted here>

* 1. Consortium overview

For many Public Authorities, it is crucial to already have at the PO stage a clear national consortium as well as clear costs & effort figures: indeed, many countries need to decide on national budgets before the FPP deadline, which means significant changes between POs and FPPs at the consortium and cost levels should be limited to clearly needed updates (in particular, based on the PO evaluation feedback from reviewers and Public Authorities). The following two sections allow you to convince the funding authorities specifically of how cooperation between partners in your consortium will ensure added value and return on investment to the funding countries.

**For PENTA and EURIPIDES, the PO phase is a critical milestone in the evaluation process, and it cannot be emphasised too much how important it is to include complete, but concise information on all the important aspects of your project**

* + 1. Cooperation added value: business level

**(Maximum length: 2 pages)**

Position the consortium partners in the market value chains as described in §2.1.1. Explain the business rationale behind the consortium composition, providing convincing elements regarding the consortium legitimacy in terms of the business:

* describe the core idea motivating the partners to collaborate and explain how this consortium helps them achieve their business goals
* describe how the cooperation is adding value
* explain why the international collaboration (and in particular the PENTA-EURIPIDES² programmes) is a good way to reach the target
* in the event that the consortium does not cover the whole value chain for the respective markets, explain why this is not an issue for the project, and how the consortium intends to overcome this missing link.

In any case, it is strongly recommended to involve (directly or indirectly) end-users and potential future costumers in the project, and to set up (whenever possible with these end-users) strong business cases which will derive in business-oriented demonstrations.

**This subsection should convince the evaluators that the consortium has enough business power to have an impact on the market.**

<Text to be inserted here>

* + 1. Cooperation added value: technology level

**(Maximum length: 2 pages)**

* Describe who among the partners will achieve the technological innovations and detail the technological added value of the consortium collaboration. Focus on unique selling propositions that generate value.
* Explain the interactions between the key technology-oriented players. Refer to the targeted technological architecture (cf. §2.1.2) and position the partners in that architecture while underlying their specific role, added value and relevance here.
* Explain the technological rationale behind the consortium composition:

- Describe the core idea motivating the partners to collaborate and explain how this consortium helps them achieve their technological goals

- Describe what the key partners bring in, how their expertise is complementary, i.e., what makes them relevant partners

**This subsection should convince the evaluators that there is enough R&D competence in the** **consortium, that the consortium is appropriate, and that value will be created from a technological point of view.**

**Both business and technological sleeping partners must be avoided.**

<Text to be inserted here>

1. Partner descriptions

* This section will be generated automatically on the basis of input provided on the Project Zone. Each project partner must fill out the Market access field on the Project partner page (Project Zone > Projects > Project > Partners > A Partner > Partner details).
* The information merged to this section is the partner’s description, organisation type, contact person, main contribution, tasks, added value and strategic importance.

Auto-generated section: input to be provided exclusively on the Project Zone.

In addition to contact details and a generic description (incl. type and size of the entity), three specific descriptions per project partner are requested on the website:

* Main contribution
* Strategic importance of the project
* Partner’s market access

1. Rationale for public funding

Auto-generated section: input to be provided exclusively on the PENTA-EURIPIDES² Project Zone. Do not edit or remove this box and do not provide any text within this Annex in this chapter, but rather provide the requested information directly on the PENTA-EURIPIDES² Project Zone.

On the website you must fill out one section per country represented in the consortium. This section should indicate the national coordinator and detail the national rationale for funding. At the end of the national rationale for funding, the national coordinator must indicate the national ICT clusters that the project has contacted and intends to join.

The national rationale for funding has four components:

* National gain: you must explain the benefits for the participating countries, how the country benefits from collaboration with other countries and the risk level of the investment (i.e. why a public incentive is preferred for such investments).
* Return on Investment (RoI): you must explain how the money invested by both Public Authorities (PAs) and companies is expected to generate value, revenue, jobs etc.
* Value creation of the national sub-consortium: if relevant, you must detail the collaboration within the national sub-consortium and how the exchanges between the various participants will be achieved and. If you have national use-cases, explain: what they are, how they are organised and how they are linked with other/previous national projects.
* Adequate balance between the national partners (e.g. the ratio of effort as a percentage for academics, SMEs, etc.).

NB: this section is crucial for the national funding agencies to be able to evaluate the chances of funding for the individual partners within the project. Please try to be as concrete as possible.

Furthermore, it is vital that all national coordinators get in touch with their national PAs in order to present them the project, check funding opportunities and ensure that the national consortium is eligible, even in countries that are not part of the ITAC (PENTA-EURIPIDES² Authorities Committee). Beware of eligibility issues at a national level.

For ITAC countries, information on the contact persons is available on the PENTA-EURIPIDES² public website (in the section “Participate in PENTA-EURIPIDES² / Funding”). For EUREKA countries that are not members of the ITAC, the contact persons are National Project Coordinators (NPCs), more information on: http://www.eurekanetwork.org/eureka-countries.

## Annex A: Summary of costs & effort breakdown

Auto-generated section: input to be provided exclusively on the PENTA-EURIPIDES² Project Zone. Do not edit or remove this box and do not provide any text within this Annex in this chapter, but rather provide the requested information directly on the PENTA-EURIPIDES² Project Zone.

This Annex will contain a comprehensive summary of the costs and effort, providing 1) costs & effort per country per WP (with totals), and 2) costs & effort per partner type. This data is automatically computed on the basis of the detailed figures of costs & effort provided by each partner on the Community website. It is therefore crucial that all partners provide relevant input on both costs & effort.

Detailed costs & effort per partner are provided in the related country perspective section of §3.