

Applicant's Last Name**IDEAS NCBR – research project
description outline**

This is a scheme of a brief project description for the recruitment process carried out by IDEAS NCBR.

Please follow the formatting constraints: Times New Roman, Arial, or similar font, at least 11-point font size, margins (2.0 cm wide and 1.5 cm top and bottom), and single line spacing. Your papers should not exceed the overall page limit (5 pages excluding references).

Section 1: The idea1.1. Brief description of the idea:

The problem: Please describe the problem or issue the idea aims to solve or mitigate.

The solution: Please explain how the idea will solve or mitigate the problem or the issue and the impact that this will make.

1.2. Demonstration of the Innovation Potential:

Please describe the potential of the idea to drive innovation and business inventiveness and/or tackle societal challenges.

Please describe in detail:

- a) *how the problem is solved today?*
- b) *if there are any available substitutions for the idea?*
- c) *does the idea extend any field of research / available products / or market demand?*
- d) *how the project outcomes will be innovative or distinctive?*

This section should clearly explain why the proposed solution is new compared to what already exists. If applicable, please explain why potential users or sponsors should choose this solution instead of other existing solutions. Describe any competing products or solutions, and provide some thoughts on potential additional markets for the product (after modification, customization, etc.)

Section 2: Approach / Methodology / Plan / Resources

- 1.1. Describe the activities (research; testing; validation etc.):
- 1.2. Show a graphic presentation of the timetable;
- 1.3. Describe the potential industrial partners (outline by function, technology, market sector);
- 1.4. We don't expect you to give specific names;
- 1.5. Describe the resources needed for each stage of the project;

Section 3: Risk management

- 1.1. Present in a table form the identified risks for the project and the means to mitigate them;
- 1.2. Describe the identified and potential risks to the idea (market, regulatory, etc.).