

## TEMPLATE FOR THE PROJECT DESCRIPTION

## Research based innovation

Format requirements:

- The project description may be written in Norwegian or English
- Max. length 5 pages
- A4 page, min. 2 cm margins, single-spaced text
- Calibri, Arial or Cambria 11 pt or Times New Roman 12 pt font or equivalent

## 1. Title

Provide a short, descriptive title for the project.

## 2. Background and idea

Describe the idea or solution, as well as the research background and specific results supporting the project proposal.

## 3. Milestones and activities

Provide a detailed description of the project, including the milestones and the specific aims this proposal is covering. A detailed plan of activities necessary to reach these milestones should be given. The plan should highlight activities that contribute to clarifying market potential and supporting maturation of the solution. Please also specify any risks associated with the project plan.

## 4. Business potential

Describe the status of the idea/solution:

- a. What is the estimated market potential and value proposition of the solution?
- b. What is the expected need for the solution?
- c. What is the current competition?

## 5. Commercialisation strategy

Describe how the idea/solution will be moved from concept to implementation and the market. If relevant, what are the plans for securing IPR? Commercial options: licencing, business development, strategic alliances etc.? What are the steps following completion of this project?

## 6. Team

Describe the team members working on the project, their competence and experience, and their relation to the project and the overall project organisation.

## 7. References