

KOREA-Switzerland Project Outline

(CONFIDENTIAL and for INFORMATION only)

**Send before 19 June, 2015 to KIAT, CTI and SERI simultaneously.**

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| **1. General Information** |
| * 1. Title
	2. Summary
	3. Technological Area
	4. Market Application
	5. Budget and Duration

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| Partner | Country | Personnel costs (€) | Manmonths | Equipment costs (€) | Total costs (€) |
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|  | **Total** |       |       |       |       |

1.5 Start Date       End Date      1.6 Preference for funding instrument (if known)CTI/KIAT [ ] SERI/KIAT [ ] Other Instrument (please specify):      1.7 Partner Sought[ ]  Yes [ ]  NoRemarks       |

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| **2. Project Outline** |
| 2.1 Description of the project (max. 0.5 page)Provide a short overview of the entire proposal and describe the sharing of tasks between the Korean and the Swiss partner(s):- overall S&T objectives- specific needs for a collaborative project (why not a regular national project?)- are all relevant partners for implementing the result identified? If not, what is your plan? Do you need support in this matter?- are the involved companies committed to take part in a cooperation project (including a commitment to finance their share of the project in-kind?) - to what extent is the value chain covered in the overall project?- have representatives from KIAT, CTI or SERI already been contacted?- do the partners have (successful) past experience with grant applications? 2.2 Describe the envisaged benefits from the project (cheaper? faster? more reliable? etc.)- what is the innovation aspect beyond the international state-of-the-art?- what will the value of this project be for the Korean partners and for the Swiss partners (in case of full success of the project)?- what are the benefits for the academic partner(s) (expertise, connections, network, etc.)? 2.3 Describe the concrete results expected at the end of the project (new products,  prototype, IPR, process, etc.)- is the envisaged aim a new/better product/technology for an existing market or a product/technology for a market the company is not yet active in?- assuming that a patent search has been conducted (a must), what is the outcome? Are there existing patents that overlap with the envisaged new product/technology? What are the opportunities for new (own) IP creation?- regarding potential innovation by academic project partners: what measure have been/will be taken to ensure freedom of later operation for the companies?- what are the main specific objectives in terms of performance and costs of the new product/technology? if not quantitative, then at least qualitativ: entirely new product, better/less expensive, better/more expensive), etc.)?2.4 What is the market envisaged (description)- what specific market shall be addressed with the new product or technology?- who are the main competitors? What is the competitive position of the companies involved in this (worldwide) market?- if the project plan covers several companies, what are the relations between those (competitors, supplier/customer relationsship, ...)? Can this project contribute to strengthening existing or creating new customer relationships (e.g., along the value chain)? - does the proposal cover aspects of ecological sustainability?2.5 What is a realistic market potential (description)- is the addressed market a new or existing one for the company/companies?- what are the estimated development times from start to prototype, and from prototype to market entry?- what are the main success factors and main risks?- is there a business model. If yes, what are its main elements? |
| **3. Main Participant** |
| Organisation Full name      Address      Homepage      Contact person dataLast Name       First Name      Function       Title      Direct Telephone       E-Mail      Participant descriptionType of Organisation [ ]  Large Company [ ]  SME [ ]  University [ ]  Research Institute [ ]  Administration [ ]  OtherNumber of Employees       (Fulltime equivalent)Number of employees in R&D       (Fulltime equivalent)Annual Turnover       M EUR Balance Total       M EUR Describe your expertise and core business      Describe your contribution to the project     Estimate the costs of your contribution to the project

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| Personnel (person-months) | Personnel costs (€) | Equipment costs (€) | Total costs (€) |
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| **4. Partners** |
| Partner 1 Full name      Address      Homepage      Contact person dataLast Name       First Name      Function       Title      Direct Telephone       E-Mail      Partner IdentificationType of Organisation [ ]  Large Company [ ]  SME [ ]  University [ ]  Research Institute [ ]  Administration [ ]  OtherNumber of Employees       (Fulltime equivalent)Number of employees in R&D       (Fulltime equivalent)Annual Turnover       M EUR Balance Total       M EUR Describe your expertise and core business      Describe your contribution to the project     Estimate the costs of your contribution to the project

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| Partner 2 Full name      Address      Homepage      Contact person dataLast Name       First Name      Function       Title      Direct Telephone       E-Mail      Partner IdentificationType of Organisation [ ]  Large Company [ ]  SME [ ]  University [ ]  Research Institute [ ]  Administration [ ]  OtherNumber of Employees       (Fulltime equivalent)Number of employees in R&D       (Fulltime equivalent)Annual Turnover       M EUR Balance Total       M EUR Describe your expertise and core business      Describe your contribution to the project     Estimate the costs of your contribution to the project

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| Partner 3 Full name      Address      Homepage      Contact person dataLast Name       First Name      Function       Title      Direct Telephone       E-Mail      Partner IdentificationType of Organisation [ ]  Large Company [ ]  SME [ ]  University [ ]  Research Institute [ ]  Administration [ ]  OtherNumber of Employees       (Fulltime equivalent)Number of employees in R&D       (Fulltime equivalent)Annual Turnover       M EUR Balance Total       M EUR Describe your expertise and core business      Describe your contribution to the project     Estimate the costs of your contribution to the project

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| Partner 4 Full name      Address      Homepage      Contact person dataLast Name       First Name      Function       Title      Direct Telephone       E-Mail      Partner IdentificationType of Organisation [ ]  Large Company [ ]  SME [ ]  University [ ]  Research Institute [ ]  Administration [ ]  OtherNumber of Employees       (Fulltime equivalent)Number of employees in R&D       (Fulltime equivalent)Annual Turnover       M EUR Balance Total       M EUR Describe your expertise and core business      Describe your contribution to the project     Estimate the costs of your contribution to the project

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For more partners unlock the document and copy additional partner sections. (Please ensure that you protect the document before you save and close it again. Otherwise, your changes might be lost.) |