

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  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | | Partner | Country | Personnel costs (€) | Manmonths | Equipment costs (€) | Total costs (€) | |  |  |  |  |  |  | |  |  |  |  |  |  | |  |  |  |  |  |  | |  | **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  No  Remarks |

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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 data  Last Name       First Name  Function       Title  Direct Telephone       E-Mail  Participant description  Type of Organisation  Large Company  SME  University  Research Institute  Administration  Other  Number 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   |  |  |  |  | | --- | --- | --- | --- | | Personnel (person-months) | Personnel costs (€) | Equipment costs (€) | Total costs (€) | |  |  |  |  | |
| **4. Partners** |
| Partner 1  Full name  Address  Homepage  Contact person data  Last Name       First Name  Function       Title  Direct Telephone       E-Mail  Partner Identification  Type of Organisation  Large Company  SME  University  Research Institute  Administration  Other  Number 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   |  |  |  |  | | --- | --- | --- | --- | | Personnel (person-months) | Personnel costs (€) | Equipment costs (€) | Total costs (€) | |  |  |  |  | |
| Partner 2  Full name  Address  Homepage  Contact person data  Last Name       First Name  Function       Title  Direct Telephone       E-Mail  Partner Identification  Type of Organisation  Large Company  SME  University  Research Institute  Administration  Other  Number 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   |  |  |  |  | | --- | --- | --- | --- | | Personnel (person-months) | Personnel costs (€) | Equipment costs (€) | Total costs (€) | |  |  |  |  | |
| Partner 3  Full name  Address  Homepage  Contact person data  Last Name       First Name  Function       Title  Direct Telephone       E-Mail  Partner Identification  Type of Organisation  Large Company  SME  University  Research Institute  Administration  Other  Number 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   |  |  |  |  | | --- | --- | --- | --- | | Personnel (person-months) | Personnel costs (€) | Equipment costs (€) | Total costs (€) | |  |  |  |  | |
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