**Technology Innovation Program (TIP)**

**Mini Grants Competition - 2014**

**Deadline for Applications: November 6, 2014 (18:00** **Tbilisi local time)**

**Application Form**

for

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| --- |
| **<TITLE OF THE PROJECT>** |

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| --- |
| **TEAM:** |

|  |  |
| --- | --- |
| **Description of the project in one sentence** |  |
| **Main objective** |  |
| **Team Leader** | First Name, Surname: |
| e-mail: |
| Mob. Phone: |
| **Total value of the project (GEL)** |  |
| **Amount Requested from GITA (GEL)** |  |
| **Co-founder third party entity (if any)** |  |
| **Industry** |  |

1. ***IMPORTANT INFORMATION FOR APPLICANTS***

Goal of the Technology Innovation Program is to provide financial support for development and/or execution of an idea or start-up science and **technology-based market-oriented product**, research, or service with the clear potential to lead to new products, technology-oriented services, production processes, enhancement of existing products and processes with commercial application benefiting the Georgian economy and society.

*The applications will be examined holistically; however special attention of the experts and Grant Council will be focused toward a predefined set of evaluation criteria:*

1. *Commercial Potential:* Will the results of the project have commercial value? Will the project serve as the basis for a new or improved technology? How clear is potential impact of the technology in future start-up formation? – 15%
2. *Type and Level of Innovation:* Is this technology feasible? Can it be applied to solving the problem? Is presented technology new to the sector on international, regional and national level or to the niche? Usefulness and uniqueness of the innovation. Clear IP position - 20%
3. *Understanding of Market, Customer Need and Competitive Landscape:*How does this technology or capability address a critical market need in Georgia and/or beyond? Do the applicants adequately describe the market? Do the applicants have a realistic understanding of the market and exciting competitors? – 20%
4. *Strategy:* Do the applicants have a realistic strategy/plan? How clearly are technical and business goals described? How clear is project execution plan presented? How clear are objectives, methodology, results and costs? How clear is presented potential for revenue/partnership with Georgian/foreign corporations within one to two (1-2) years after the project start? - 20%
5. *Budget:* How well-defined and appropriate is the proposed budget? How appropriate is level and type of co-financing? – 10%
6. *Capability of the team:* Do the team members have the technical and/or business expertise and/or past experience that is required to meet the technical and commercialization goals of this project? Team’s characteristics and experience in innovation and technology projects. – 15%
7. ***PREPARATION INSTRUCTIONS***

*Please enter text in appropriate text boxes in section III, according to the Instructions for each section as given in* ***section VII****. The questions and statements provided for each section should serve as guidelines.*

*If you choose to include charts, graphs, or references, add them within the appropriate section text boxes.*

*The total number of pages of the Application Form must not exceed 10 pages.*

**Attn: Proposal Includes *(all forms must be presented both in Georgian and English):***

1. Application Form
2. Information on team members
3. Signature Page
4. Commitment Letter from co-financing organization/company (if any)
5. Budget
6. CVs of all Team Members
7. ***Application Form***
8. **THE PROJECT EXECUTIVE SUMMARY (**Max 500 words)

|  |
| --- |
| Write here |

1. **THE TEAM**

**BACKGROUND OF TEAM MEMBERS** (Max 300 words):

|  |
| --- |
| Write here |

1. **PARTNERSHIP AND CO-FINANCING, *(if any)* (**Max 200 words)

|  |
| --- |
| Write here |

1. **INNOVATIVE TECHNOLOGY AND INTELLECTUAL PROPERTY (IP)**
   1. **INNOVATIVE TECHNOLOGY, PRODUCT OR SERVICE (**This section may not exceed 2 A4 pages, including any illustrative materials)

|  |
| --- |
| Write here |

* 1. **USEFULNESS AND UNIQUENESS OF THE INNOVATION (**Max 300 words)

|  |
| --- |
| Write here |

* 1. **IP STATUS (**Max 150 words)

|  |
| --- |
| Write here |

1. **COMMERCIAL POTENTIAL (**Max 300 words)

|  |
| --- |
| Write here |

1. **MARKET POTENTIAL (**Max 300 words)

|  |
| --- |
| Write here |

* 1. **COMPETITORS (**Max 150 words)

|  |
| --- |
| Write here |

1. **STRATEGY and BUSINESS MODEL (**Max 600 words)

|  |
| --- |
| Write here |

1. **PROJECT DEVELOPMENT PLAN**
   1. **TASKS LIST AND BRIEF DESCRIPTION. EXPECTED RESULTS FOR EACH TASK (**Write in the table only)

**Table 1. Project tasks list**

|  |  |  |  |
| --- | --- | --- | --- |
| **TASKS** | **TASK NAME** | **DESCRIPTION OF TASK, ITS MILESTONES AND EXPECTED RESULTS** | Start date – Finish date |
| Duration of the task  [working days] |
| **1** | Ex: System Testing | Ex: This testing is necessary to check the designed software for the bugs as well as to validate and verify it in accordance with the technical requirements. The testing will include loading system data, executing system, testing the script, documenting results, verifying system test results against the expected results, resolving and explaining the differences.  **Expected results:** The software will be tested by 3 IT specialists and results will be documenting and verifying against 6 indicators. | Ex: 15.01.2015 – 25.02.2015 |
| Ex: 10 |
| **2** |  |  |  |
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| **3** |  |  |  |
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|  |
| **More** |  |  |  |
|  |

1. **INFORMATION ON TEAM MEMBERS (Additionally, provide CVs of all team members)**

|  |  |  |  |
| --- | --- | --- | --- |
| Full Name (Last, First, Patronymic) |  | | |
| Citizenship |  | | |
| Institution/Organization (if any) |  | | |
| Current Position |  | | |
| E-Mail Address |  | | |
| Phone |  | | |
| Field of Degree, Highest Degree Earned and Year Awarded |  | | |
| Gender (Male or Female) |  | Date of Birth (month/day/year) |  |
| Has the individual received grants from other Foundation(s)? | | YesNo | |
| If “Yes,” please indicate program and grant number. | |  | |
| Brief description of the individual’s role on the proposed project: | | | |

|  |  |  |  |
| --- | --- | --- | --- |
| Full Name (Last, First, Patronymic) |  | | |
| Citizenship |  | | |
| Institution/Organization (if any) |  | | |
| Current Position |  | | |
| E-Mail Address |  | | |
| Phone |  | | |
| Field of Degree, Highest Degree Earned and Year Awarded |  | | |
| Gender (Male or Female) |  | Date of Birth (month/day/year) |  |
| Has the individual received grants from other Foundation(s)? | | YesNo | |
| If “Yes,” please indicate foundation, program and grant number. | |  | |
| Brief description of the individual’s role on the proposed project: | | | |

1. **Signature Page**

|  |
| --- |
| **Project Title**: |
|  |
| **Team Leader:** |
| **Salutation**  Mr.  Ms.  Mrs.  Dr. |
| **Phone:** |
| **Fax:** |
| **E-mail address:** |
| **Signature: Date:** |

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| --- |
| **Partner Institution/Company (if any)** |
| **Authorized Person** |
| **Salutation**  Mr.  Ms.  Mrs.  Dr. |
| **Phone:** |
| **Fax:** |
| **E-mail address:** |
| **Signature: Date:** |

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| **Co-financing person/Organization/Company (if any)** |
|  |
| **Name:** |
| **In case of Organization, authorized person:** |
| **Salutation**  Mr.  Ms.  Mrs.  Dr. |
| **Phone:** |
| **Fax:** |
| **E-mail address:** |
| **Signature: Date:** |

1. **Commitment Letter**

|  |
| --- |
| **MM/DD/YYYY**  This Letter is a commitment by [Organisation/Person] to provide -------- Georgian Lari as a cash contribution for the project entitled [Proposal Title] with [Team Leader] submitted to the GITA Technology Innovation Program MINI Grants Competition. These funds will be provided to Project Team according to the Project Budget and planned milestones.  The terms of this Commitment Letter will expire one (1) year from the execution date.  Sincerely,   1. **In case of physical person:**   Name \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  ID # \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  Signature:   1. **In case of Organization/Company**   Organization/Company: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  Identification Code: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  Authorized Representative: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  Title: ­­­­­­­­\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  Signature:  Stamp: |

***VII. INSTRUCTIONS***

1. **THE PROJECT EXECUTIVE SUMMARY**

The Project Executive Summary should explain the key elements of your development project in the future tense. It is to be a narrative text providing the crucial aspects of your project proposal answering *what, who, how, when and where*?

*Note: The Project Executive Summaries of GITA’s Awardees may be used in GITA’s promotional activities and in communication with media (e.g. abstracts of awarded projects may be announced on the GITA’s website). Therefore, please consider that this section should include non-confidential information. However, all other information from this document will be strictly kept confidential, as stated in the GITA’s Confidentiality Policy and Prevention of conflict of interest policy.*

The Project Executive Summary should be written upon completion of the business proposal and shall cover all the major topics so that they are self-explanatory to a novice in the field.

1. **THE TEAM**

Provide a summary of the management teams’ credentials (names, titles, academic appointments, entrepreneurial experience, etc.). Describe the Team’s strengths and core competencies. What factors will make the project succeed? What do you think your major competitive strengths will be? Describe team technical and/or business experience which will enable the project team to complete all project tasks. Who will manage the project on a day-to-day basis? What experience does that person bring to the project – special or distinctive competencies? Is there a contingency plan in place if this person is unable to continue with the project?

**EVALUATION CRITERIA IN THIS SECTION:**

* Management credentials and ability of the team to deliver: Do the team members have the technical and business expertise and/or past experience that is required to meet the technical and commercialization goals of this project? Team’s characteristics and experience in innovation and technology projects.

1. **PARTNERSHIP AND CO-FINANCING (if any)**

Describe type of partnership and role of partner-organisation, type of co-financing.

**EVALUATION CRITERIA IN THIS SECTION:**

* **Level and type of the co-financing:** How appropriate is level and type of co-financing? How clear is interest of partner company in commercialization of technology?

1. **INNOVATIVE TECHNOLOGY AND INTELLECTUAL PROPERTY (IP)**
   1. **INNOVATIVE TECHNOLOGY, PRODUCT OR SERVICE**

* Describe the concept of the technology, product or service that will be or has been developed. How will it be used? Which tools, techniques, crafts, systems, or methods are it utilizing, and how? If applicable, briefly provide a drawing, diagram and/or photo.
* Do you foresee any technical risks or developmental challenges?
  1. **USEFULNESS AND UNIQUENESS OF THE INNOVATION**
* How is your innovation superior to the existing technologies? Analyze the competitive advantages and disadvantages of your product, i.e. in regards to other similar products. Examples can include quality description, unique or proprietary features, or benefits. If your technology, product or service is not unique to the market, describe how it differs from the competitors and why you anticipate success in the market.
  1. **IP STATUS**
* Describe the current IP status. If other foundation, institutes, companies or organizations took part in the previous development of a technology, product or service, are there any obligations toward them with respect to the developed IP. If applicable, describe the potential for new patent application.

**EVALUATION CRITERIA IN THIS SECTION:**

* Is this technology feasible? Can it be applied to solving the problem?
* Is presented technology new to the sector/region or the niche?
* Usefulness and uniqueness of the innovation.
* Clear IP position

1. **COMMERCIAL POTENTIAL**

Describe the commercial value of the project results. Describe potential impact of the technology in future commercialization. How the project will serve basis for a new or improved technology?

**EVALUATION CRITERIA IN THIS SECTION:**

* How clear is described commercial value of the project results?
* Will the project serve as the basis for a new or improved technology?
* How clear is potential impact of the technology in future commercialization?

1. **MARKET POTENTIAL** 
   1. **Market Potential**

* Describe the industry you are in and the market growth opportunities. What is the market for your technology, product or service? What is the perceivable demand for your product? To whom will you sell your product, service or technology? Suggest your targeted customers on the selected market and explain how your technology, product or service will meet their needs? Describe customer needs.
* Which barriers do you anticipate facing when entering the regional, national and global markets? E.g. high capital costs, high production costs, high marketing costs, consumer acceptance and brand recognition, training and skills, unique technology and patents, shipping costs, competitive pricing, country-specific regulatory requirements, etc. How do you plan to overcome these barriers?
  1. **Competitors**

Who are your competitors in the targeted market? Are new competitors expected to enter the market before your product is introduced to the market?

**EVALUATION CRITERIA IN THIS SECTION:**

* Understanding of Market, Customer Need and Competitive Landscape.
* How does this technology or capability address a market need?
* Do the applicants adequately describe the market?
* Do the applicants have a realistic understanding of the market and potential competitors?

1. **STRATERY AND BUSINESS MODEL**

* Describe your strategy that will make the project succeed. Who are your key partners? Who are your key suppliers? What is motivation for partnership? What value do you deliver to the customer? Which one of your customer's problems are you helping to solve? What bundles of products and services are you offering to each Customer Segment?
* Describe your technical and business goals. Describe objectives, methodology, results and costs. Describe potential for revenue/partnership with Georgian/foreign corporation within two to three (2-3) years after the project start.
* What is your business model? How will you secure revenue and profit in the future? What is your main strategy? How does the proposed project relate to the overall strategy?

**EVALUATION CRITERIA IN THIS SECTION:**

* Do the applicants have a realistic strategy/plan? How clearly are technical and business goals described? How clear is project execution plan presented? How clear are objectives, methodology, results and costs? How clear is presented potential for revenue/partnership with Georgian/foreign companies within two to three (2-3) years after the project start?

1. **DEVELOPMENT PLAN**

**TASKS LIST AND BRIEF DESCRIPTION**

Provide a list and brief description of each major measurable technical and business task/step in the project in the Table 1 below. Give each task a number, name, brief description and duration in timeline and number of days. Describe expected measurable technical and business results for each task and milestone.

* Each task should have milestones with measurable results. These milestones and results will be used to follow or monitor the project progress.
* Expected results must be quantitative and measurable.

*Note: Tasks list, numbers, names, assignments and descriptions must be completely consistent with the task list and duration in the Project Budget.*

*Note: Observe that text in the Table is only an example. It is to be deleted upon table completion.*

**EVALUATION CRITERIA IN THIS SECTION:**

* Viable implementation methodology
* Realistic qualitative and quantitative expected results.