# APPLICATION PLOGEN

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| --- | --- |
| **Date** |  |
| **Title** |  |

**Principal investigator**

|  |  |  |
| --- | --- | --- |
| **Name** |  | |
| **Phone** |  | |
| **E-mail** |  | |
| **Workplace and position including percentage** | |  |
| **Department at the research institute** | |  |

**Short, non-confidential summary of the innovation concept (maximum 200 words)**

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| A white letter on a yellow background  Description automatically generated  **Project summary** | *To be filled in by Validé.*  ***Problem and market need:***  ***Solution/innovation:***  ***Plogen funding:***  ***IPR and next steps:*** |

# Background

**Explain briefly what problem/challenge you are trying to solve and why, and what are the expected results of your research project.**

**Provide a status of the research project, an overview of publications (scientific literature, doctorate or other dissertation, teaching materials, etc.), and collaborative projects within academia, industry or the public sector, if any. List all relevant activities and planned activities.**

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| A white letter on a yellow background  Description automatically generated  **Market need** | *To be filled in by Validé.* |

# Innovation project

**Describe the innovation concept and how it builds on your research. What's new in your approach, how will the outcome of the research matter, and who is this important to? What is the final form of the innovation concept (e.g. software, device, method, service, questionnaire, app, design, database, system, etc.)?**

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| A white letter on a yellow background  Description automatically generated  **Innovation description** | *To be filled in by Validé.* | | |
| **Feature** | | **Benefit** | **Value** |
|  | |  |  |
| **Competition** |  | | |

# Project plan

**Describe the goal and expected results for this Plogen project. List all activities and explain through which development steps your innovation project will be realized in addition to this Plogen project.**

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| A white letter on a yellow background  Description automatically generated  **Development status** | | *To be filled in by Validé.* | | |
| **Technology readiness level (TRL)** | | | **Customer readiness level (CRL)** | |
| **Level** | **Description** | | **Level** | **Description** |
| TRL 9 | Actual Technology system proven in operational environment | | CRL 9 | Widespread product sales that scale |
| TRL 8 | Actual Technology system completed and qualified through test and demonstration | | CRL 8 | First products sold and increased structured sales efforts |
| TRL 7 | Technology prototype demonstration in an operational environment | | CRL 7 | Customers in extended product testing or first  test sales |
| TRL 6 | Technology demonstration in a relevant environment | | CRL 6 | Benefits of the product confirmed through partnerships or first customer testing |
| TRL 5 | Technology validation in relevant environment | | CRL 5 | Established interest for product and relations with target customers |
| TRL 4 | Technology validation in laboratory | | CRL 4 | Confirmed problem/needs from several customers or users |
| TRL 3 | Analytical and experimental proof-of-concept of critical function and/or characteristics | | CRL 3 | First market feedback established |
| TRL 2 | Technology concept and/or application formulated | | CRL 2 | Identified specific needs in market |
| TRL 1 | Basic principles observed | | CRL 1 | Hypothesizing on possible needs in market |
| **Sustainability readiness level (TRL)** | | | | |
| SRL 9 | The sustainability strategy contributes to competitiveness and revenue growth and makes a proven contribution to relevant parts of the UN’s sustainable development goals | | | |
| SRL 8 | The business model and operations are fine-tuned based on monitoring and evaluation using sustainability metrics in order to prepare for scaling/growth | | | |
| SRL 7 | Monitoring, reporting and communication on sustainability outcomes and impact are implemented | | | |
| SRL 6 | Sustainability is rooted in the entire team and is ingrained into the entire business | | | |
| SRL 5 | Sustainability is set in the business model and is tested/validated against potential customers/users | | | |
| SRL 4 | Business concept with embedded sustainability hypothesis is tested/validated against potential customers/users | | | |
| SRL 3 | A first description of value creation and the need for sustainability to be integrated into the business idea / business model | | | |
| SRL 2 | Some awareness of how sustainability affects the planned business | | | |
| SRL 1 | None or very low awareness of how sustainability affects the planned business | | | |
| **IP protection** | |  | | |

## List of activities and budget

**The total budget is up to 100 000 NOK including VAT.**

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| --- | --- | --- | --- | --- |
| **Activity** | | **Timeline (from – to)** | | **Cost (net amount + VAT in NOK)** |
|  | |  | |  |
|  | | | **Total** |  |
| A white letter on a yellow background  Description automatically generated  **Observations** | *To be filled in by Validé.* | | | |

## Project team

**List all project team members. If the name of the person is not yet known, please write what will be the position of this person (ex: PhD student, master student, technician).**

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| --- | --- | --- |
| **Name** | **Workplace** | **Role in the project** |
|  |  |  |

## Suppliers

**List all companies and research institutes involved and their role in the project.**

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| --- | --- |
| **Name** | **Role in the project** |
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| A white letter on a yellow background  Description automatically generated  **Conclusion** | *To be filled in by Validé.* |
| Approved |  |
| Rejected |  |
| Lapse |  |

*This application has been evaluated by \_\_\_\_\_\_\_\_ and \_\_\_\_\_\_\_\_\_\_\_ in Validé.*