All text in red is instruction text. The project description is not to exceed 10 pages and must be written in English, using Calibri 11-point font. 9-point font can be used for tables and figure text.

# Project title

*Short descriptive title.* ***If you have applied for a Commercialisation Project in the past:***

*1) but not received funding, please explain what has changed from the previous application.*

*2) and have received funding, please summarise the results and explain why further clarifications are necessary and why other funding possibilities are not available. Approximately half a page.*

## Excellence

Section 1 corresponds with evaluation criterion 1. Approximately 1-2 pages.

### Research results

*Provide an easily understandable presentation of the underlying research projects and results, including who is behind the research and how it originates from publicly funded research in a research organisation; why the research is interesting; what is discovered, new or different; and why this is interesting from a commercial point of view. Indicate* [*TRL level*](https://ec.europa.eu/research/participants/data/ref/h2020/wp/2014_2015/annexes/h2020-wp1415-annex-g-trl_en.pdf)*.*

### Level of innovation

Explain what needs or problems can potentially be solved and how this differs from state-of-the-art.

## Impact

Section 2 corresponds with evaluation criterion 2. Approximately 2-4 pages.

### Market insight and areas of application

Explain why this is commercially interesting. Examples of questions to address include potential target markets, users, customers, partners, competitors, market size/potential and any industry-specific requirements/regulations. Focus on questions that are relevant for the current stage of the project.

### Strategy for realisation

Explain what will happen after this project. What are the possible strategies and corresponding challenges, conditions, and risk? Include a high-level quantification of anticipated revenues, investment needs, plans for additional funding, future needs for resources and expertise, plans for logistics and distribution, etc.

### Conditions and rights

Explain the various conditions that must be in place to support the possible strategies for realising the product/process/service – for example, the various types of rights, regulatory issues, important stakeholders/partners, key resources, etc. Include a list of risk factors associated with the project, including potential impact and risk management measures.

### Benefit to society and sustainability

Explain any potential positive and negative societal and environmental impacts of the intended product/process/service.

## Implementation

Section 3 corresponds with evaluation criterion 3. Approximately 2–3 pages.

### Project plan

Explain what important tasks, critical questions and uncertainties the project will address. What results is viewed as a successful outcome of the project and what trigger effect will this create? List key milestones/deliverables and corresponding activities. Comment on important go/no-go milestones, how critical stakeholders will be involved and how the budget reflects the resource needs of the project.

### Management, team and expertise

List key members of the project team and describe their roles, relevant experience and commitment. Comment on other contributors that are important for the implementation.