PROGRAMME TITLE

**APPLICATION**

**Please complete all fields of the application in English**

1. **CONTACT INFORMATION OF THE RESEARCHER / MEMBER OF RESEARCH TEAM & RESEARCH CENTER / UNIVERSITY**

Name of Research Center / University (or Employer), if applicable, where you have conducted your research:

Contact details of the Inventor or Co-Inventors (“Group Application”)

Please copy/paste and fill out the tables (i) and (ii) below for each member of your Group, if applicable, specifying the roles of each member in your Group:

1. **Personal details**

|  |  |
| --- | --- |
|  Last name |  |
|  First name |  |
|  Father’s name |  |
|  National Identification Number |  |
|  Tax Registration Number (ΑΦΜ) |  |
|  Position held within the team (if applicable) |  |
|  Profession |  |
|  Telephone number |  |
| e-mail address |  |

1. **Description of the duties and contribution of above team member to the team and research** (up to 100 words):

Details of any existing business / legal entity, if applicable, which is already exploiting commercially the results of the research (or intends to do so):

Legal name:

Legal form:

Year of establishment:

Headquarters – official address:

Tax Registration Number (ΑΦΜ):

Website:

1. **INFORMATION RELATED TO THE RESEARCH CONDUCTED**

Scientific field (or fields), where the research falls under:

Subject of the research (up to 200 words):

Published research results and relevant sources/links:

1. **INFORMATION RELATED TO THE INVENTION (SUBJECT TO BE PATENTED)**

Title of the invention:

Brief history of the research that led to the invention (up to 200 words):

**Problem Summary (The Need)**

Please describe very briefly why your solution needs to exist. What need/problem does it intend to address/solve for your envisioned customers? Where possible, please use relevant figures and/or official sources (up to 300 words)

**Solution Summary (The Response)**

Please briefly summarize what your solution (invention) does and how it addresses/solves the need/problem described above. Please provide information related to: (i) the purpose of the invention, (ii) how it works, (iii) any technical characteristics. Please attach any drawings of the invention, if applicable and where considered to add value (up to 500 words)

Level of maturity of the invention (e.g. theoretical level, validated in lab, prototype, minimum viable product, initial stages of commercialisation). Please refer to the corresponding Technology Readiness Level (TRL)[[1]](#footnote-2) (up to 100 words):

Do you plan to further develop your invention? If so, please include a few details to explain what has been planned (up to 200 words):

**Market**

Please describe your key customers – who they are and what their key attributes are. If your company/solution is targeting multiple customer groups / segments, describe each group here. If you can, include details about how many people are in each segment and how large the total market is.

**Competition**

Please summarize your key competition, nationally and internationally. Who will your customers also consider? Please describe the key competitive advantages of your invention compared to competing solutions.

**Why Us?**

Please write a brief overview of you and your team.

**Intellectual Property Rights**

Please refer the countries, where you are considering applying for IPR. Which markets are relevant/important for your invention?

**Commercialisation Plan**

Please briefly describe your current understanding and vision about the route to market. What would you expect from a venture studio like Athroa Innovations? Would you be willing to license your invention to an industrial partner or are you interested in establishing your own spinout?

Have you in the past submitted any patent applications of any kind? If so, please state its number and briefly describe the invention as well as the progress of your application (up to 200 words):

Please find below Annex 1, where you are called to fill out a standardised Business Model Canvas template related to your invention and the commercial exploitation of your acquired IPR.

Annex 1 is a mandatory attachment to your application

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  |  |  | *Name of researcher/research team:* | *Date:* |
| **Business Model Canvas** |  |  |  |  |  |  |
|  |  |  |  |  |
| **Key Partners** | **Key Activities** | **Value Propositions** | **Customer Relationships** | **Customer Segments** |
| *Who are your Key* ***Partners****? Who are your key* ***suppliers****? Which Key Resources are you acquiring from partners? Which Key Activities do partners perform?**MOTIVATIONS FOR PARTNERSHIPS: Optimization and economy, Reduction of risk and uncertainty, Acquisition of particular resources and activities*  | *What Key* ***Activities*** *do your Value Propositions require? Your Distribution Channels? Customer Relationships? Revenue streams?**CATEGORIES:**Production, Problem Solving, Platform/Network*  | *What* ***value*** *do you deliver to your 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? Which customer needs are you satisfying?**CHARACTERISTICS: Newness, Performance, Customization, “Getting the Job Done”, Design, Brand/Status, Price, Cost Reduction, Risk Reduction, Accessibility, Convenience/Usability* | *What type of* ***relationship*** *does each of your Customer Segments expect you to establish and maintain with them? Which ones have you established? How are they integrated with the rest of your business model? How costly are they?*  | **For whom** are you creating value? Who are your most important customers? Is your customer base a Mass Market, Niche Market, Segmented, Diversified, Multi-sided Platform  |
| **Key Resources** | **Channels** |
| *What Key* ***Resources*** *do your Value Propositions require? Your Distribution Channels? Customer Relationships Revenue Streams?**TYPES OF RESOURCES: Physical, Intellectual (brand patents, copyrights, data), Human, Financial*  | *Through which* ***Channels*** *do your Customer Segments want to be reached? How are you reaching them now? How are our Channels integrated? Which ones work best? Which ones are most cost-efficient? How are you integrating them with customer routines?* |
| **Cost Structure** | **Revenue Streams** |
| *What are the most important* ***costs*** *inherent in your business model? Which Key Resources are most expensive? Which Key Activities are most expensive? IS YOUR BUSINESS MORE: Cost Driven (leanest cost structure, low price value proposition, maximum automation, extensive outsourcing), Value Driven (focused on value creation, premium value proposition). SAMPLE CHARACTERISTICS: Fixed Costs (salaries, rents, utilities), Variable costs, Economies of scale, Economies of scope* | *For what* ***value*** *are your customers really willing to pay? For what do they currently pay? How are they currently paying? How would they prefer to pay? How much does each Revenue Stream contribute to overall revenues? TYPES: Asset sale, Usage fee, Subscription Fees, Lending/Renting/Leasing, Licensing, Brokerage fees, AdvertisingFIXED PRICING: List Price, Product feature dependent, Customer segment dependent, Volume dependentDYNAMIC PRICING: Negotiation (bargaining), Yield Management, Real-time-Market* |
|  |

1. https://ec.europa.eu/research/participants/data/ref/h2020/wp/2014\_2015/annexes/h2020-wp1415-annex-g-trl\_en.pdf [↑](#footnote-ref-2)