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0. Preamble

The Project Outline (PO) gives a short overview of the project and is used for:

- Proposals’ pre-selection
- Preliminary information and budget discussion between SMART and the concerned Public Authorities
- Early Technical Committee’s advice to proposers
- General information exchange within SMART
1. Introduction

This document provides guidance on how to prepare and submit a Project Outline. For complementary information on the SMART program and rules please read:

- Industrial Vision Statement
- SMART Rules and Regulations.
2. PO format

The Project Outline must be written in English, based on the model provided on the PO Form document.

The proposer is recommended to fill in and adhere to the content's plan, as it is designed to ensure that all necessary information is collected and to allow a fair and equal comparison between proposals.
3. Proposal content plan

a) Proposal overview (Max 1 page)

This part consists of a form to be duly completed, considering the following recommendations:

- Full proposal name: short self-explanatory title to highlight the main topics addressed in the proposal.
- Proposal acronym: short title or acronym (no more than 20 characters), to identify the project.
- Leader + country
- List of partners + country
- Start date and duration
- Proposal abstract: an executive summary of maximum 10 lines. It should provide a global understanding of the project:
  - The project’s goal
  - Steps to achieve it
  - Relevance to SMART scope, research and innovation domains and market application please refer to the SMART Technology Roadmap.

b) Project description (Max 2 pages)

Introduce here the **problem the project aims to solve**. Explain the current issues, limitations or bottlenecks of what currently exists, explain the needs you plan to satisfy or new demand that you intend to create. Describe the societal, economic and/or technological challenges addressed by the proposed project.

Describe the **specific objectives for the project**, which should be clear, measurable, realistic and achievable within the duration of the project. Objectives should be consistent with the expected exploitation and impact of the Project (see section c)

Also introduce the **market value chain(s)**. The market value chain is a representation of the various processes involved in producing products or services and delivering them to the market. It indicates where and how value is considered and created, and how the market actors in their respective markets can be profitable. It also describes the actors’ strategies and relative positioning: it must show all the actors involved in designing, producing, distributing the products and/or services and the relationships among them. All the peripheral actors who can influence the market(s), through regulations, recommendations, indirect suggestions, etc., must also be included. Describe clearly the interfaces between these actors and define the customer – provider relationship(s) wherever relevant.

It’s expected to state how the described new project aligns with other EUREKA clusters or EU projects (ongoing or finished), if applicable.

It’s also relevant to describe the risks assessments derived from the proposal developments.
c) Technology and outputs (Max 2 pages)

Describe the current technological situation in the project domain with a technical state-of-the-art, with regard to current products, prototypes and research results and trends, both on the industrial and academic sides.

Explain the progress and technological innovation proposed by your project, with reference to the current technology state-of-the-art. Explain what differentiates the project from other R&D efforts, how it builds on the SoA and which novelty it brings from a technological standpoint.

It’s also important to relate to other similar projects within EUREKA or EU (H2020).

Detail the concrete final results of the project: give a clear description of what will be its actual set of outputs (novel algorithms, standards, open source libraries, implemented collaborative framework, demonstrator, product prototype, new service based on some software, wearable device, etc.). The description should be detailed enough to give a clear picture of what will be generated, including the core functionalities and levels of maturity.

d) Implementation - Description of planned work

Overview of project set up, main tasks, relevant milestones and deliverables, including any “go/no-go” decisions. Explain the interfaces and interactions between phases or work packages, and between consortium members. Each work package description in this PO phase should be about half a page long.

e) Market and Expected impact (Max 1 page)

This part should address the following items:

- Exploiting partners names
- Expected product/process/service
- World market in turnover size
- Expected market share
- Expected turnover

f) Consortium

Consortium description

Provide a clear description of the consortium, showing how it relates to the market value chain that is being addressed and how the partners complement each other in the technology being developed. Describe the role of each partner in the project.
Complete the table with requested information.

**Consortium overview**

Legal information (full legal name, legal address, usual short name or acronym) and a short description of all partners must be provided. The partners’ short description must be less than 5 lines.

**g) Financial information**

Estimated cost and relevant personnel effort per year and per partner must be presented with the requested breakdown (personnel, equipment, subcontracting). Costs must be preferably expressed in K€ (Thousand of EUROS) and personnel effort in person-months. You could the provided excel template to complete the financial data and paste it in the word template.

**h) Rationale for SMART procedure and public funding (not more than ½ page)**

Finally, it must be detailed the national rationale for funding. The national rationale for funding has four components:
- national gain: explain the benefits for the participating countries (e.g. support to national strategies, standardisation, open source, knowledge dissemination, wellbeing improvement, impact on national productivity, etc.), how the country benefits from collaboration with other countries and the risk level of the investment (i.e. why is a public incentive preferred for such investments),
- return on investment (RoI): explain how the money invested by both Public Authorities and companies is expected to generate value, revenue, jobs and/or economic growth, etc.,
- value creation of the national sub-consortium: how cross-fertilisation between the various participants is achieved;
- adequate balance between the national partners (e.g. ratio of effort as a percentage for academics, SMEs, etc.)

Finally, it must be detailed the contacts kept by projects partners with their respective National Public Authorities representatives in order to check the eligibility of the project.

**i) Contact persons**

Provide the contact data of each organization participating in the project.
4. When to submit a Project Outline?

PO’s can be submitted at any time and will be considered for evaluation after the project submission deadline.

The project coordinator is recommended to inform the SMART office (projects@smarteureka.com) prior to the official project submission. The project idea note must include the coordinating organization’s contact details and the technology domain(s) that will be addressed in the PO.

SMART Calls Calendar can be found on SMART website (www.smarteureka.com).
5. How to submit a Project Outline?

Proposers are requested to submit their project outline (PO) preferably as a Word document to projects@smarteureka.com.
6. Acknowledgement of receipt

Once a proposal has been received by the SMART Office, an acknowledgement of receipt will be sent to the coordinating contact person within the proposal who is requested to distribute a copy to his partners.

This acknowledgement of receipt contains the following information:

- Mode and date of reception by the SMART Office
- Project number attributed by the SMART Office to the PO
- Date at which the proposal will be evaluated
- Date at which evaluation results will be available
- Invitation and further information regarding the hearing (technical presentation to the Technical Committee) (see section 8).
7. Key recommendations

Projects’ participants must be organizations from the EUREKA Member Countries. SMART Project submission criteria are as follows:

- The consortium must comprise at least two industrial companies-Large, Small or Medium sized enterprises- from two different EUREKA member countries. The active participation of research institutes or universities is strongly encouraged but by no-means mandatory. –
- SMART projects must clearly show technical innovation in the future product/process or service (either through using new devices or in the utilization of existing devices in a new application).
- The project must have a strong market and exploitation orientation.

The contribution from any given country must not exceed 66% of the total budget. In parallel, the contribution from any one partner (affiliated organizations count as partners) must not exceed 66% of the total budget either.

Most EUREKA Member Countries expect that the project will contribute to a significant investment in R&D (people, equipment, etc.), industry competitiveness through industrial innovation and that it will directly involve SMEs, research institutes and Universities. Further information about the funding conditions of the EUREKA Member Countries can be found on the SMART Website. (www.smarteureka.com).