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# FPP -Proposer's Guide



**SMART**

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## 0. Preamble

The second step in the SMART evaluation procedure consists, for projects that have been accepted at PO (Project Outline) level, of submitting a Full Project Proposal (FPP).

The FPP is an important document within SMART. It is used for the evaluation and the labelling of new projects and is also the basis for the reporting and monitoring procedure if the project is given the SMART Label.

**Notice:**

*The amounts or information given in the FPP must be adjusted to the needs of the SMART Organization and the requests of EUREKA as well as the involved Public Authorities. Specific information required by the individual Public Authority for funding purpose is not part of the FPP.*

## 1. Introduction

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

- [Industrial Vision Statement](#)
- [SMART Rules and Regulations.](#)

## 2. FPP format

The Project Outline must be written in English, based on the model provided on the [FPP 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. SMART Key questions

Before writing a FPP, project partners are strongly recommended to ensure they have discussed the following key questions:

#### About technical aspects

- What are the main technical obstacles to be solved in order to ensure the success of the project?
- What is the competitive advantage of the proposed solution (performance, manufacturability, cost reduction, no other technical solution, etc.)?
- What are the technical threats?
  - Alternative technical solutions with their respective advantages and disadvantages,
  - Technical risks which may lead to failure of the project or product.
- Who will manufacture the device?
  - What are the existing facilities?
  - What additional investments are needed?

#### About the market

- Who are the competitors for the expected product?
- Who will be the end user(s)?
- How will they be involved in the project?
- What is the total market size?
- What is the accessible market for the partners?
- What is expected time to market?
- What is the time window before arrival of new technical solutions?
- What is the expected Return on Investment (RoI)?

Addressing these key questions will be very useful for writing a good FPP and will therefore increase its chances of success when evaluated by the SMART organization and the national funding organizations.

### 4. Proposal content plan

#### a) Proposal overview

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

- Project reference: project number, acronym, submission date, full name, project leader, starting and duration and total costs.
- Consortium overview, including partners descriptive data.
- Proposal abstract: maximum 10 lines. It should provide a clear understanding of:
  - o The project's goal
  - o Steps to achieve it

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- Relevance to SMART scope, research and innovation domains and market application. please refer to the [SMART Technology Roadmap](#)
- Correspondence to SMART Research and Innovation domains and sectorial Applications
  - Core Research and Innovation domains
  - Application Sectors

## b) Introduction

It should contain the following items:

- A short summary describing the main goals and expected results of the project.
- A description of the current technical State of the Art regarding the technical developments that the project will address.
- A description of the current market situation regarding the processes, products or services that will be developed within the project.
- A description of the innovations that will result from the R&D&I done in the project, including the technical and strategic goals that the participating organizations will meet with these innovations.
- An overview of the competitive situation that the participating organizations face regarding the addresses process, product or service, and how the development of the mentioned innovations will help them gain a more favorable market position.
- A matching of the technical innovations addressed within the project with the SMART Core Competences.
- Any other benefits derived from the project execution

## c) Consortium Description

Information (short name, organization type, core business, main role in the project) of all partners must be provided.

The partners' qualification in the field of expertise addressed in the project, as well as their added value due to cooperation must be explained. It is recommended to include a chart or matrix showing the structure of the organizations within the consortium.

## d) Description of planned work

An overview of project set up must be provided, as well as a schedule, coordinators and timing for the different sub-project that comprise the global project.

This work plan must be divided in phases. It is recommended to limit the number of phases (or sub-projects) to a maximum of 4 or 5. Each sub-project description should be about half a page long.

## e) Master milestones

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A list and description of all relevant project milestones should be provided, as well as expected periodic reports' submission dates.

#### f) Manpower and costs

Costs and relevant manpower per year and per partner must be presented with the requested breakdown (personnel, equipment, subcontracting). Costs must be preferably expressed in M€ (Millions of EUROS) and manpower in person-year.

An overview of the project's financial engineering must be presented to identify all projected financing sources.

#### g) Exploitation of results

For each product, process or service considered a primary objective of the proposal, list the relationship with companies' core business or strategy, as well as the benefit for each participating partner and country.

A description of potential return on investment must also be included (generated business, money, employment, etc.).

#### h) Participants information

Legal information and technical contact point data should be included following the requirements of the table, both for the coordinating partner and for the rest of project participants.



## 5. When to submit a Project Outline?

There is no obligation to submit a FPP in the same call as the one in which the PO was submitted. Should the project partners consider the (in general) 6 weeks allocated to prepare the FPP insufficient, they could submit their FPP in a later SMART call.

Proposers can refer to the SMART calls calendar available on the SMART web site.

## 6. How to submit a Project Outline?

Proposers are requested to submit their Full Project Proposal (FPP) preferably as a Word document to [projects@smarteureka.com](mailto:projects@smarteureka.com).

## 7. Original documents to be sent in parallel of the FPP

### 7.1 Participant Profile

Each partner within the project consortium has to provide this document in original form, duly signed by an authorized representative. Aim of this form is to ensure that all the information mentioned in the FPP (mainly when it is sent by e-mail) is exact and that legal representatives of the involved organizations have agreed on their participation into the project as described in the FPP.

This also applies for Associated Partners if any.

### 7.2. Declaration of Acceptance (for all SMART Partners)

Each of the consortium members participating to a SMART project has to sign a Declaration of Acceptance (DoA). By this DoA, the project partner confirms he accepts and will fulfil the SMART rules laid-down in the SMART Regulations Book if the project he is participating to, receives the SMART Label.

This also applies for Associated Partners if any.

***Very important: These documents must be addressed to the SMART Office (with copy to the Project Leader) as soon as possible and at least within 2 days after the FPP has been submitted.***

## 8. 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
- Confirmation of the call number in which the proposal has been submitted
- Date at which the proposal will be evaluated
- Date at which evaluation results will be available

## 9. Key recommendations

Each SMART Project needs to fulfil the EUREKA criteria. A SMART project meets the EUREKA criteria if it:

- is a hi-tech, market-oriented R&D project
- involves at least 2 industrial partners from two different member countries of EUREKA
- aims to develop a cutting edge, civilian product, process or service
- is funded by the partners themselves, who receive public funding from their national governments.

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It is also strongly recommended to have a financially well-balanced consortium: this means that the total budget for one country must not exceed 75 %.

## 10. Consortium Agreement

After the SMART labelling, a Project Consortium Agreement (PCA) must be signed by all partners. This document details the co-operation between the project partners (contractors and subcontractors, where applicable). For some Public Authorities, the PCA - signed by all partners – is a prerequisite for funding.