

I-KNOW APPLICATION FORM

Multiple appendices should be combined into one document and must include the project title on each page. Appendices could include a project plan as a Gantt chart and a budget in the form of a cash flow forecast.

Name of Lead Applicant:	
Name of the Enterprise:	
<p>The executive summary (must not be longer 400 words)</p> <p><u>Include:</u> the market opportunity being addressed; how your solution/technology addresses this opportunity; how it is innovative; how it will generate funds; why you are the right team for the task; how funds would enable you to achieve your objectives. (This is a non-confidential description of the Business/Technology that may be used publicly)</p>	

Problem/Solution/Benefits (300 words)

What problem/gap/demand does your solution/technology address?
How does your solution/technology address it? What are its benefits?
How big is the potential of your solution/technology?

Customers & Users (400 words)

Who are your target customers and users? / Who does your solution/technology benefit?
How will you secure customers?
What feedback have you received from potential customers/users?
(If market research has been conducted, provide an overview)

Competition (200 words)

Who/what is your competition?
 How does your solution/technology compare with your competition? What makes it better/different?
 Include SWOT or PESTLE analysis conducted.

Revenue and resource streams (200 words)

How will you make money from your solution/technology?
 What resources would be needed going forward?
 How do you plan to secure them?

Management Team

List the key members of your team and their role in the Enterprise (insert multiple rows if necessary)

Name:	Role:
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List any other associated persons and their role (e.g. advisers, suppliers, partners, etc.)

Name:	Role:
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Team (300 words)

Detail how the know-how, skills, competencies and experience of the team members and how these will improve the success and sustainability of the Enterprise. If there are any gaps in the team how do you intend to address them?

Intellectual Property (IP) (200 words) How will you protect the IP related to your solution/technology? Do you own or have the rights to commercialise your solution/technology? <div style="border: 1px solid black; height: 150px; width: 100%;"></div>	
Proposed Milestones and Gantt Chart (200 words) Include a timescale for the execution of milestones and deliverables your Enterprise will achieve in the short to mid-term. What would be the end point or outcome for the enterprise? How does the proposed project lead to the next stage along your development plan? <div style="border: 1px solid black; height: 150px; width: 100%;"></div>	
What amount of equity funding would you be requiring?	€
Provide a summary breakdown table showing how the requested funds will be used. <div style="border: 1px solid black; height: 100px; width: 100%;"></div>	
(Please attach also a cash flow forecast on a maximum of three years.)	

You are advised to follow the instructions in the application form to ensure all the key points are made clearly.