**INNOVATION QUESTIONNAIRE**

**TEMPLATE**

For each innovation that the project will develop / has developed please answer the questions below:

**Title of the innovation \***

*Please enter a meaningful title for this innovation*

**Describe the innovation (in less than 1000 characters, spaces included) \***

*Text of 1 to 1000 characters will be accepted (still 1 more characters expected)*

**Is the innovation developed within the project ... \***

a) Under development

b) Already developed but not yet being exploited

c) being exploited

**Characterise the type of innovation \***

* Significantly improved product
* Significantly improved service (except consulting ones)
* Significantly improved process
* Significantly improved marketing method
* Significantly improved organisational method
* Consulting services
* New product
* New service (except consulting ones)
* New process
* New marketing method
* New organisational method
* Other

**Is the innovation to be introduced to the market or to be deployed within a partner \***

* Introduced new to the market (commercial exploitation)
* Deployed within a partner (internal exploitation: Changes in organisation, new internal processes implemented, etc.)
* No exploitation planned

**Is there a clear owner of the innovation in the consortium or multiple owners? \***

* A clear owner
* Multiple owners

**Indicate the step(s) already done (or are foreseen) in the project in order to bring the innovation to (or closer to) the market**

* Done or ongoing
* Planned in project
* Not planned in project but needed/desirable
* Not planned in project and not needed

|  |  |
| --- | --- |
| *Technology transfer* |  |
| *Engagement of both research team and partner's business units in project activities* |  |
| *Business plan* |  |
| *Market study* |  |
| *Prototyping in laboratory environment* |  |
| *Prototyping in real world environment* |  |
| *Pilot, Demonstration or Testing activities* |  |
| *Feasibility study* |  |
| *Launch a start-up or spin-off* |  |
| *Standardisation* |  |
| *Application for private or public investment* |  |
| *Securing private investment* |  |
| *Securing public investment* |  |
| *Other (please specify)* |  |

If other, please specify

**Indicate which participant(s) (up to a maximum of 3) is/are the key organisation(s) in the project delivering this innovation. For each of these identify under the next question their needs to fulfil their market potential. \***

Organisation 1

Organisation 2

Organisation 3

Indicate their needs to fulfil their market potential

Organisation1

Organisation2

Organisation3

* Investor readiness training
* Investor introductions
* Biz plan development
* Expanding to more markets
* Legal advice (IPR or other)
* Mentoring
* Partnership with other company (technology or other)
* Incubation
* Startup accelerator

**Market size: What is the approximate market size for this innovation \***

* < €25M
* €25M - €100M
* €100M - €250M
* €250M - €500M
  + €500M
* Not known
* € amounts are for global markets and per year

**Market maturity: The market for this innovation is ... \***

* Not yet existing: customers are not buying such products (or are not yet ready to buy such products/services)
* Emerging: There is a growing demand and few offerings are available
* Mature: The market is already supplied with many products of the type proposed

**Level of innovation: What is the level of innovation \***

* No innovation - other factors contribute to viability
* Some distinct, probably minor, improvements over existing products
* Innovative but could be difficult to convert customers
* Obviously innovative and easily appreciated advantages to customer
* Very innovative satisfies a well-known market need
* Market competition: How strong is competition in the target market? \*
* Patchy, no major players
* Established competition but none with a proposition like the one under investigation
* Several major players with strong competencies, infrastructure and offerings

**When do you expect that such innovation could be commercialised? \***

* Less than 1 year
* Between 1 and 3 years
* Between 3 and 5 years
* More than 5 years