

APPLICATION TECHBRIDGE ACCELERATOR

Guideline for the project outline

The following guidance is intended to provide you with a structure for the presentation of your project idea.

Max. 12 Power-Point slides + appendix: e.g. pictures, technical drawings, ...

1. Title page (1 slide)

Task: Win with the first impression.

- Project name
- Name + contact details of the contact person responsible for the project
- Logos (Startup & Institute)
- Description of the cooperation project in max. 2 sentences

2. Startup (1-2 slides)

Task: Demonstrate your success to date and the growth potential of your start-up.

- Key data: Year founded, registered office, industry, products
- Business model
- Founder team + number of employees
- Financial condition
- Achievements (awards, promotions...)

3. Cooperation goal (2 slides + pictures if applicable)

Task: Explain what you intend to do together and the added value of your cooperation project.

- What is the object of the cooperation project? (short description)
- What is the goal of the cooperation (e.g. feasibility study, prototype, product...)?
- Which technology needs to be addressed by the cooperation?
- What development steps have already been taken? Which additional requirements are necessary?
- What is the desired end result of the cooperation?
- What added value does the cooperation project provide for the startup? (e.g. simulation, test, product feature, first marketable product, new product version, ...)
- Do the cooperation create competitive advantages? How large or sustainable?
- What proportion of the total product does the result/technology have?
- When did you start your project? When should your project end?

4. Your cooperation project (1-2 slides)

Task: Explain how you will work together.

- How is the cooperation between the partners organized?
- What role do the individual tandem partners play in the project?
- How are the tasks distributed in tandem? How extensive are these?
- What resources does each of the tandem partners bring?
- Can the technology be covered by other cooperation partners?
- Are further elements needed to achieve the project objectives from third parties?

5. Institute & technology (1-2 slides + pictures if applicable)

Task: Present your motivation, the current state of technology at the institute and explain why the cooperation with the startup makes sense.

- What is your common motivation behind the cooperation project?
- What motivates you to start this project?
- What strategic and technological advantages does the cooperation bring to the institute?
- To what extent does the technology requirement of the startup match the competences at the institute?
- What is the know-how or the technological basis (Background IP)? If available, in which stage of development is the technology available - classification according to TRL?
- What other intellectual property is used in the cooperation? (e.g. intellectual property rights, technologies, know-how, prototypes, ...)
- What adjustments and developments are you planning during the cooperation? If relevant, which new developments (e.g. Fore ground & Side ground IP) will be developed?
- How is the general market development in the relevant technology area?

6. Financing & technology transfer (1-2 slides)

Task: Explain why the cooperation creates revenue potential for Fraunhofer.

- How should the joint project be financed?
- Which result is to be transferred by when?
- What is the intended type or combination of exploitation? (e.g. licensing, sale, participation, subsequent contract research, etc.)
- How is the cooperation organized before exploitation (e.g. license agreement)?
- Do you have or plan to file patent applications? If so, how are these distributed in tandem?
- Which agreements already exist? (NDA, cooperation agreement, license agreement, contractual relationship... in case yes, with which core elements?)
- How is any technological development to be handled by the startup?
- How high do you estimate the respective development costs (time & costs)?
- How do you estimate the market potential of the cooperation results?