

DEMONSTRATOR PROGRAM APPLICATION GUIDELINES

Demonstrator program application guideline provides detailed information on how to fill three main sections - Concept, Implementation, and Impact of the application form. Application form needs to be downloaded, filled in and submitted through the online portal.

If you are interested in applying to the Demonstrator Open Call, please follow the steps listed below:

1. Check out the [JePPIX Pilot Line website](#) for information about the technology & possibilities & services.
2. Read information on Open Call ([Text of the Call](#) – What, Who, When, Why and Process?)
3. Make sure that you satisfy eligibility criteria (Text of the call – part “WHO”?)
4. Register through the online registration portal ([HERE](#))
5. Download the application form on the registration portal
6. Fill all sections of the Application form. Once complete, save the file as a PDF document (respecting the **total limit of 5 pages (10MB) for the whole application**). The reference font for the body text of the proposal is Times New Roman (Windows platforms). The minimum font size allowed is 11 points. Standard character spacing and a minimum of single line spacing has to be used. The page size is A4, and all margins (top, bottom, left and right) should be at least 20 mm. In addition, figures, schemes and photos are encouraged to be provided to make clearer the aim of the proposal taking into account its final length (max. 5 pages).
7. Upload and submit it through the portal within deadline ([HERE](#))- You can save your proposal and return to it as many times as you wish until you are satisfied with it and decide to submit. Please note that you will no longer be able to change your application form once you click on Submit.

Please provide information in your demonstrator program application form in English. Applications submitted in any other language will not be evaluated!

PROJECT DETAILS IN APPLICATION FORM

Project full name: Name of your application you want to apply with in demonstrator program

Summary (Do not disclose any Intellectual Property Rights): Please provide a concise summary of the content and objectives of your proposed project. Please only include relevant information, including:

- What is the product you would like to develop?
- Which market segment?
- What are the business and market need to further develop it?
- How JePPIX Pilot Line support can help leverage the impact of your project? (Refer to the [JePPIX Pilot Line website](#) for information about the technology & possibilities & services.)

CONCEPT IN APPLICATION FORM

This section should cover how your project aligns to the JePPIX Pilot Line, the business needs, technological challenge identified, the potential market opportunity and your approach to innovation.

1. Alignment with call

- The applicants must demonstrate that are currently exploring InP PIC technology and are ready to scale-up their internal programs to perform product development towards TRL7 in [any market segment](#).



JePPIX Pilot Line has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement n°824980, project InPulse.

- The applicants must demonstrate that are willing to share information about the use of PICs, applications, etc. to be used as (successful) user demonstrator cases, for further exploitation of the Pilot Line.

2. Needs

- Business Need
 - Describe the business need for this product/project and how the demonstrator program will satisfy it, this may include any commercial drivers or market failures
- Technology status
 - Describe any work you have already carried out to address this need
 - Describe any results that have been carried out
 - Describe the nearest current state-of-the-art (including those near market/in development) and its limitations

3. Innovation and Approach

- Describe the approach you will take and where the focus of the innovation will be. This should include:
 - How you propose to address the need identified
 - Explain how your product will improve on the current state-of-the-art product available in the market, or does this Product open new markets

4. Market Opportunity

- Describe the market you are targeting, including its size and growth?
 - Specify the market(s) (European and/or international) you will be targeting in the demonstrator program and any other potential market segments. Please indicate the size and growth of the markets you are targeting it will be important to further define your growth strategy and potential access to investors.
 - Explain how it will make your company more competitive in the selected market

Tips and advice to describe the target market(s):

- The size of the proposed market(s) for the product/project outcome(s). This should be backed up by appropriate references where available
- The structure and dynamics of the market (such as customer segmentation), together with predicted growth rates within clear timeframes
- The main supply/value chains in operation and any barriers to entry, and the current EU position in addressing this market (if known)

IMPLEMENTATION IN APPLICATION FORM

This section should include details of your company, resources, a draft outline work activity and any risks identified. Please note, a Service Delivery Manager (SDM) will be appointed by the JePPIX Pilot Line consortium to manage the delivery of the Application service.

- **Project implementation**
 - Provide an outline budget on how the Open Call Fund (**80k€**) will be spent - indicate costs within consortium
- **Company resources**
 - Indicate cost outside consortium (Open Call fund)
 - Describe the resources, equipment and processes the company has access to in relation to delivery of this product
 - Describe the existing supply chain and how this will be engaged
- **Team**
 - Include details of the project delivery team (those who will be specifically required to work on the project) their job titles and mini-CVs?
 - Describe the roles, skills and relevant experience of the team in relation to the approach to be taken, including any previous project management experience



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- Outline the management reporting lines (for example an organogram)
- **Risks and mitigations**
 - Identify the key risks and uncertainties of the project, including any technical, commercial, managerial, and environmental risks. Highlight the most significant ones (providing a risk register if appropriate)
 - Provide details of how these risks will be mitigated
 - List any demonstrator experiment inputs required on the critical path to completion (for example, any resources, expertise, data sets, etc.)
 - Highlight the specific services you would like to receive from JePPIX Pilot Line to support your development.

IMPACT IN APPLICATION FORM

This section describes the key outcomes of your project and the impact that your product / project will have on the market. This should include:

- **Outcomes** - How do you propose to grow your business and increase your productivity into the long term as a result of the product from demonstrator program?
 - Describe the nature of the outputs you expect from the demonstrator program (for example, what will the Product Demonstrator / series of products show, is there any know-how, new process, product or service design) and how these will take you closer to addressing the need, challenge or opportunity identified
 - Describe your current position in the market(s) and supply/value chains outlined (will you be extending or establishing your market position?)
 - Describe your target customers and/or end users, and the value proposition to them (why would they use/buy it?)
 - **Wider Impact** - What impacts from the demonstrator program are expected?
 - What impact might this demonstrator experiment have outside the project team?
 - Identify, and where possible quantify, the economic benefits from the demonstrator program to external bodies (for example, customers, others in the supply chain, broader industry and the EU economy) such as productivity increases and import substitution
 - Identify and where possible quantify, any expected environmental impacts, either positive or negative
 - **Highlight the specific services you would like to receive from JePPIX Pilot Line to leverage the impact of your Application project: E.g. coaching support on access to customers. Check out the [JePPIX Pilot Line website](#) for information about the technology & possibilities & services.**
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