**Project name:** (same as in Part A)

**Proposer contact name:** (Same as in Part A)

**PART B – PROJECT PROFILE**

*Maximum length: 5 pages
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Font size: 11pt*

1. **Customer problem** *What customer problem do your product and/or service solve? Describe it from a customer perspective*
2. **Value Proposition** *Describe your product and/or service and explain how it addresses the customer problem.*
3. **Target Market** *Who are the potential customers? How big is the market? Characterize it in qualitative and quantitative terms. How do you plan to reach the market (commercialization channels)?*
4. **Business Model** *What strategy will you employ to build, deliver and retain company value? How do you make money?*
5. **Competitive Advantage** *What is your project innovation to support competitive advantage (e.g. processes, patents, expertise or proprietary technology)? Who are your competitors? How does your solution positions with respect to your competitors?*
6. **Risks** *What are the main assumptions and risks regarding the project?*
7. **Team** *Who are the key members of your team? For each of them provide brief description of experience and role/contribution to the project. What level of commitment do they have with the project?*
8. **Profitability** *Show how your business will eventually be self-sustainable and produce a benefit (incomes higher than costs). Explain the cost and income structure (where they come from).*

**PART C - VOUCHER WORK**

*Maximum length: 3 pages
Font: Arial
Font size: 11pt*

1. **Value creation roadmap** *What are your priorities for the near future? Why? What are your plans to take your value proposition to the market? What investments do you need? What for?*
2. **Voucher work objectives** *How you expect that robot-net can help you to advance in your roadmap? How is the achievement of these objectives measured?*
3. **Voucher activities to develop / improve business case** *What activities are necessary to improve the business case and achieve your objectives? What specific voucher services are you interested in? What is your team commitment for executing them?*
4. **Voucher work results** *What specific results are you expecting to get out of the voucher work? What evidence of the results are you expecting to get. Are you aiming at performing validation pilots?*