Peter Bopp Stiftung für Forschung und Technik

APPLICATION GUIDELINE

Implementation Grant «Future Technologies»

How to prepare a project proposal and an elevator pitch

Your application at a glance

A full application has three parts. You submit all of them via the Swiss digital platform Spheriq.

Part	Required?	Details
1 Online application	Mandatory	Fill in the form on Spheriq and upload the attachments. See section 2.
2 Elevator pitch video	Mandatory	Max. 3 minutes, upload on Spheriq. See section 3.
3 Project presentation	Optional	Max. 10 slides/pages, upload on Spheriq. See section 4.

Deadlines: please see our website.

1 Before you apply: test your project idea

Before you submit a full application, we strongly recommend that you validate your project idea with Peter Bopp Stiftung. We are happy to advise you and to assess how likely it is that your project will receive funding from us.

- Send us an abstract of max. 2 pages describing the content and form of your project.
- You can send it at any time, by email to funding@peter-bopp-stiftung.ch.

2 Online application (mandatory)

All applications are submitted via the Swiss digital platform Spheriq.

How it works

1. Register on Spheriq as a project applicant.
2. Fill in the application form. It asks for information about you, your university (select your organization from the pop-up menu) and your project. The Annex of this document shows all the questions of the form.
3. Upload the attachments listed below.
4. Submit your application online.

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Attachments to upload on Spheriq

✓	Attachment	Required?
☐	Brief CV of the main applicant	Mandatory
☐	CVs of the project team and/or partners	Mandatory
☐	Two separate letters of endorsement: a) one confirming the scientific excellence and soundness of the project (from mentors or support programs) b) one confirming its innovation and market potential (from industry experts or investors)	Mandatory
☐	Elevator pitch video (see section 3)	Mandatory
☐	Presentation of max. 10 slides/pages (see section 4)	Optional

3 Elevator pitch video (mandatory)

Content: answer these four questions

Topic	Questions to answer
Challenge	Which problem do you solve, and with what solution? What is new about your solution (USP)?
Market plausibility	How do you know that your project has business potential?
Impact	How will the Implementation Grant boost the development of your project?
Team	What is your team's track record? Why are you the right team to develop your solution and bring it to market?

Format

- Length: max. 3 minutes.
- Choose a suitable location or background.
- Present your project in an attractive and easy-to-understand way.
- Show your solution, prototype or product, and the members of your team.
- Show your personality and your enthusiasm for the idea.

Technical requirements

- File format: MP4
- File size: max. 250 MB
- Upload the video on Spheriq together with your project proposal.

4 Project presentation (optional)

- You may add a presentation of max. 10 slides/pages.
- Upload it on Spheriq together with your project proposal.

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Annex: The online form on Spheriq

Template project proposal «Future Technologies»

How to use this annex

We only accept applications submitted via the Swiss digital platform Spheriq. This annex shows the online form exactly as it appears on Spheriq: the same fields, in the same order. Use it to prepare your answers before you start.

- **Prepare offline. You may** write your answers in a text document first, then copy them into the form.
- **Follow the order.** The form has four parts: Applicant, Organization, Project and Application.
- **Answer every field.** The column "What to provide" tells you what we expect in each field.
- **Upload the attachments.** After the form, upload the attachments listed in section 2.

No.	Field on Spheriq	What to provide
APPLICANT		
01	**Person**	Short information about the main applicant.
ORGANIZATION		
02	**Organization**	Select your organization from the pop-up menu.
PROJECT		
03	**Project title**	The title of your project.
04	**Challenge**	Which ecological and/or societal challenge does your innovation help to solve?
05	**Application**	Which industry or business application would benefit from the results of your research?
06	**Market potential**	Describe and quantify the market potential of your solution.
07	**Project team**	Short information on the other people involved in the project.
08	**Thematic context**	What is the wider context of the project? Which societal challenge are you tackling?
09	**Project content / abstract**	A short summary that non-specialists can understand. Describe the challenge, your proposed solution and the expected benefits.
10	**Project objectives and results**	What are the main scientific, technical and commercial objectives of the project? Define measurable targets and expected outcomes.
11	**Stages of the project**	A timetable with the project stages, milestones, key risks and the measures you will take to reduce these risks.
12	**Innovation**	How innovative and unique is your project (USP)? Briefly describe the technology behind your solution, including key scientific or technical evidence, performance metrics and potential to scale.

No.	Field on Spheriq	What to provide
13	**Impact**	What lasting benefits will the project bring to society, the environment and/or the economy? Quantify the expected impact where possible and give specific examples.
14	**History**	Has the project already started? If so, where does it stand? Describe the current maturity of the technology (e.g. TRL level), the key validation of your results so far, and the challenges that remain before industrial deployment.
15	**Project duration**	The planned start and the expected end of your project.
16	**Project budget**	The budget for the overall project; the part of the budget you request from Peter Bopp Stiftung (CHF 100,000 – CHF 300,000); the contribution of your home institute; and funding awarded or expected from third parties (name the sources). The budget must be plausible and well justified.
17	**Co-financing**	Has part of the project already been financed elsewhere? If so, by whom and to what extent?
18	**IP protection**	Do you have patents, or are patents planned? Do any third parties have claims on, or an interest in, the expected results?
19	**Ownership**	Did the innovation originate at your university, and is the project being developed further there?
APPLICATION		
20	**Attachments**	See section 2 of this Application Guideline.