##

Application form NTNU Discovery main project student

# Main project applications to NTNU Discovery must be submitted using this form and must not exceed 8 pages in total. Use the text style Normal (Calibri 12 point).

# General information about the project and participants

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| Project titleWrite a **short** title/acronym (one word, max 10 letters) |
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| Short summary (max 200 words)Describe the project so that anyone can understand it (what problem does the idea solve and how is it solved today, who is the problem being solved for (the customer/user), what is the idea, and what will be carried out in the project?). |
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| Project manager (applicant)Person responsible for development and reporting |
| Name |  |
| Position |  |
| Department |  |
| Telephone |  | Email |  |

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| **Project responsible**Academic staff at the department responsible for the project |
| Name |  |
| Position |  |
| Department |  |
| Telephone |  | Email |  |

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| **Description of core team** |
| Name | Affiliationdepartment/faculty | Project role and competence |
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| **Description of advisors and other project participants** |
| Name | Affiliationdepartment/faculty | Project role and competence |
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# Description of business idea (max 2 pages)

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| Describe the business concept and what problems it aims to solve |
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| How does the project address the challenge? |
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| Who is the customer/user? |
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| Describe the market potential, including market segmentation |
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| How will you generate revenue from this? (e.g., unit price, quantity per segment, distribution, etc.) |
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| Describe competing solutions, including how your idea stands out |
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# Project description (max 1 page)

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| Results from pilot project (max 100 words) |
| *What results were achieved, and what lessons were learned that will be carried forward into a main project?* |

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| What is the funding requested for, and why? |
| *Mention overarching activities, uncertainties to be uncovered, and challenges to be addressed. How will the funding support the business concept?* |
| Why are these activities prioritized? |
| *Why are the described activities prioritized? How will the project enhance the value of the business concept? Why must it be done now? Alternatively, why are these activities prioritized over others?* |
| Results |
| *When is the project considered successful?* |
| Threats and uncertainty |
| *What potential threats may arise during the project that could hinder progress?* |
| Next steps |
| *What is your plan for further development and commercialization after the main project ends?* |

Implementation of the project

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| **UN Sustainable Development Goals**Describe how the project contributes to solving one or more of the UN's Sustainable Development Goals |
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| **Project milestone plan**Short project plan with timed activities |
| Activity | Start and end date |
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| BudgetSpecify the cost plan in the table below. The total costs of the project should be described, including both direct and indirect costs as well as own contributions and costs covered by other funding schemes. |
| Budget item | Amount in NOK |
| External consultancy services (specify supplier and activity in budget comments) |  |
| Materials and equipment |  |
| Rental costs (e.g. laboratory etc.) |  |
| Travel & expenses |  |
| Other costs |  |
| TOTAL |  |

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| Comments on the budget |
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| **Financing plan**Show how the project is intended to be financed. This includes support in the form of funds and indirect support such as own contributions, access to research infrastructure, etc. The financing plan must reflect the costs in the budget. |
| Funding source | Description  | Amount in NOK |
| NTNU Discovery |  |  |
| External public financing |  |  |
| Private financing |  |  |
| Other financing |  |  |
| TOTAL |  |  |

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| **Has the project previously applied for funds from Innovation Norway or other sources?** |
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| **Project manager's signature (applicant)**  |
| Place and date: Signature  |

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| **Project responsible’s signature** |
| Place and date: Signature |

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| Project financial controller at the department |
| Name |  |
| Email |  |