All text in red is instruction text. The project description is not to exceed 10 pages and must be written in English, using Calibri 11-point font. 9-point font can be used for tables and figure text.

# Project title

*Short descriptive title. If the project has applied for a Commercialization Project in the past but not received funding, please explain what has changed since the previous application. If you have received funding, please summarize results, why further clarifications are necessary and why other funding possibilities are not available. Approximately half a page.*

## Excellence

Section 1 corresponds with evaluation criteria 1. Approximately 1-2 pages.

### Research results

Explain what research projects and research results that justify the project application; who is behind the research, what is discovered, new or different and why is this important? Indicate [TRL level](https://ec.europa.eu/research/participants/data/ref/h2020/wp/2014_2015/annexes/h2020-wp1415-annex-g-trl_en.pdf).

### Level of innovation

Explain what needs or problems that potentially can be solved and how this differs from state of the art.

## Impact

Section 2 corresponds with evaluation criteria 2. Approximately 2-4 pages.

### Market insight and areas of application

Explain why this is commercially interesting. Examples of questions to address include potential target markets, users, customers, partners, competitors, market size/potential, and any industry-specific requirements/regulations. Focus on questions that are relevant for the current stage of the project.

### Strategy for realisation

Explain what will happen after this project. What are the possible strategies and corresponding challenges, conditions, and risk. Include a high-level quantification of anticipated revenues, investment needs, plans for additional funding, future needs for resources and expertise, plans for logistics and distribution, etc.

### Conditions and rights

Explain the various conditions that must be in place to support the possible strategies for realising the product/process/service – for example, the various types of rights, regulatory issues, important stakeholders/partners, key resources, etc. Include a list of risk factors associated with the project, including potential impact, likelihood and risk management measures.

### Benefit to society and sustainability

Explain any potential positive and negative societal and environmental impacts of the intended product/process/service.

## Implementation

Section 3 corresponds with evaluation criteria 3. Approximately 2–3 pages.

### Project plan

Explain what important tasks, critical questions, and uncertainties the project will address. What results is viewed as a successful outcome of the project and what trigger effect will this create? List key milestones/deliverables and corresponding activities. Comment on important go/no-go milestones, how critical stakeholders will be involved and how the budget reflects the resource needs of the project.

### Management, team and expertise

List key members of the project team and describe their roles and relevant experiences. Comment on other contributors that are important to implementation and key members commitment to the project.