

**PUSH Open Call for**

**Innovation Development (ID)**

**Proposal template**



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# Executive Summary

*Please provide a brief overview of the proposal (objectives and expected outcomes).*

# General information

*This information is mandatory and will be used by the evaluation committee to assess the suitability and expertise of the applicants.*

**General details**

|  |  |
| --- | --- |
| **Proposal title** |  |
| **Proposal Acronym** |  |

**Applicant’s details**

|  |  |
| --- | --- |
| **Company/Organization name** |  |
| **Sector** |  |
| **Full address** |  |
| **VAT** |  |
| **SME/Research institution** |  |
| **Legal representative** |  |
| **email** |  |
| **Contact phone** |  |

# Proposal description

|  |
| --- |
| ***IMPORTANT: The allowed font type is “Arial” and the minimum font size is 11 points, the paragraph spacing 6pt and the line spacing single. The page size is A4, and all margins (top, bottom, left and right) must be at least 15 mm (not including any footers or headers). Proposals that do not comply with these requirements will be excluded from evaluation as non-eligible.***  ***The total length of the entire proposal, including the tables on Costs justification and funding (paragraph 6), must not be more than 10 pages. Removing explanatory text in the proposal template, located below the paragraph sub-titles is allowed. External evaluators are instructed to dismiss the pages after the 10th page from the evaluation.*** |

## Type of applicant

*Please tick the boxes to select the sector/drone related competences of your company. Multiple selection is allowed.*

|  |  |
| --- | --- |
| Drone manufacturers |  |
| AI and IoT companies |  |
| Research institutes (RI) |  |
| Start-ups and SMEs exploiting innovative drone services and technologies |  |

## General description

*Briefly describe the background of your application (the question to solve) and how the proposed solution addresses the topics of the* *PUSH Open Call for Innovation Development (ID).*

## Objectives

*Write the key objectives of the proposed solution.*

## Work plan and activities

*Draft the workplan and key activities of the proposed solution including a clear timeline. This workplan should address 3 key phases of implementation plan – Design, Development, Market – as stated in the Applicants’ Guide.*

*Please add a timeline or Gantt chart to illustrate the proposed work plan.*

## Team

*Please present your team members and provide information on their education, experience, and skills.*

## Expected results and deliverables

*Describe the key expected results and deliverables that the proposal will achieve and deliver. Propose SMART indicators, where appropriate, to make the main objectives and expected results measurable.*

*Please keep in mind that there are already 3 mandatory deliverables, summarizing each of the phase of the implementation and are tied with the payment. However, you can add additional deliverable in each of the implementation phase if you wish.*

# Business impact

## Business challenge

*Describe the business challenge and business potential. Demonstrate how the proposed solution will reach the end-users and state the estimated number of end-users in rural areas.*

*Special attention should be paid to the following elements:*

* *Business model: describe which business model(s) is proposed and what are the financial projections for the next 3 years;*
* *Describe how the project will develop the value proposition and KPIs. A first glance of these issues should be included in the proposal.*
* *Substantiate your business model by relating it to a general business model, for example the Business Model Canvas (BMC). To learn more, visit www.BusinessModelGeneration.com and www.BusinessModelGeneration.com/book.*
* *Scalability: describe how the proposed business case will be able to scale in the European and international markets; formulate a few important KPIs, with which the business impact can be measured.*
* *Business innovation: clearly describe the innovative elements of the product and its business model.*

# Technology impact

## Description of applied technology

*Please describe the technology you will be using in your solution. What are the benefits comparing to other technologies?*

## Graphical overview

*If applicable, please provide visual presentation of your solution.*

## Technology Readiness Level

*Please describe the starting Technology Readiness Level of the proposed solution in accordance with the* [EU TRL scale](https://ec.europa.eu/research/participants/data/ref/h2020/other/wp/2018-2020/annexes/h2020-wp1820-annex-g-trl_en.pdf) *and the target Technology Readiness Level.*

# Other aspects

## Sustainability impact

*Describe the environmental and other sustainability impacts of the Innovation Development in the agri-food sector. Formulate a few important KPIs, with which the impact could be measured.*

## Impact on rural areas

*Describe how your project will address challenges of rural areas in your region/ country and beyond. Describe how your project is aligned with regional/ national and European policies about rural areas. Refer to the RIS3 strategy of your region if applicable.*

## Financial impact

*Describe any relevant implication and support from public or private entities. Explain additional financial support you received from public or private resources for the development of this solution, and your approach to further fundraising in the future.*

## Multi-actors’ involvement

*Describe to what extent the different actors of the agri-food chain/end-users are involved in the proposed solution.*

## Ethical issues

*Describe how you will comply with European Union ethical rules/principles by following an “ethics by design”-way of working, whereby ethical and legal principles, on the basis of GDPR, competition law compliance, absence of data bias are implemented since the beginning of the design process. When defining the operational requirements, it is also important to take into account the interactions between humans and drone usage, in accordance with the Commission Delegated Regulation (EU) 2020/1058.*

## Additional video material (optional)

*If you wish to support your application with additional video material, please provide a valid YouTube or Vimeo link, (public or unlisted) without restrictions for viewing, not longer than 5 minutes. Evaluators may choose not to take this optional video material into account during evaluation and this material will not carry additional points.*

# Costs justification and funding

## Deliverables List

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| No | Deliverable Name/Description | Type | Delivery Date | Phase | Overall Cost (€)[[1]](#footnote-1) | Note |
| 1 | DESIGN - a report/deliverable that summarizes the plan for the implementation of the sub-project | R[[2]](#footnote-2) | M02 | DESIGN |  | Cannot exceed 30% of the overall budget[[3]](#footnote-3) |
| 2 | DEVELOPMENT - a report/deliverable that summarizes the results of the experiment development. | R | M09 | DEVELOPMENT |  | Cannot exceed 50% of the overall budget[[4]](#footnote-4) |
| 3 | MARKET - a report/deliverable that summarizes the market associated activities (even the ones performed along the sub-project’s development) | R | M12 | MARKET |  | Cannot exceed 20% of the overall budget[[5]](#footnote-5) |
| Total Deliverables Cost | | | | |  | 100% |

## Budget and cost justification

Note that all costs must be entered in EUR currency, in the full amount, e.g., 60,000.00 EUR. VAT is not eligible per Horizon Europe rules.

|  |  |
| --- | --- |
| **Budget** | **Applicant** |
| **Personnel Cost[[6]](#footnote-6)** |  |
| **Travel Cost[[7]](#footnote-7)** |  |
| **Equipment Cost[[8]](#footnote-8)** |  |
| **Other goods/services** |  |
| **Subcontracting costs[[9]](#footnote-9)** |  |
| **Indirect costs[[10]](#footnote-10)** |  |
| **Total Cost[[11]](#footnote-11)** |  |

1. It includes the overall costs associated with the respective deliverable (personnel, travel, equipment, other, subcontracting and indirect costs) in EUR [↑](#footnote-ref-1)
2. R - report [↑](#footnote-ref-2)
3. The overall cost of Deliverable No. 1 DESIGN can be up to 18,000 EUR. [↑](#footnote-ref-3)
4. The overall cost of Deliverable No. 2 DEVELOPMENT can be up to 30,000 EUR. [↑](#footnote-ref-4)
5. The overall cost of Deliverable No. 3 MARKET can be up to 12,000 EUR. [↑](#footnote-ref-5)
6. Cost of the personnel realizing the work and/or preparing the reports/deliverables. [↑](#footnote-ref-6)
7. Travel costs necessary for the execution of the sub-project. [↑](#footnote-ref-7)
8. Only the depreciation cost of the equipment should be included. [↑](#footnote-ref-8)
9. Subcontracting is allowed for up to maximum of 25% of the proposed budget and this should be clearly justified. [↑](#footnote-ref-9)
10. Indirect costs (overheads) could be up to 25% of the direct cost. **Subcontracting is not included in indirect cost calculation.** [↑](#footnote-ref-10)
11. Winning proposal may have a total cost less or equal to €60,000. Total cost should be equal to total deliverables cost. [↑](#footnote-ref-11)