

Jak jsou projekty zaměřené na inovace hodnoceny?

Technologické centrum AV ČR
26. listopadu 2019

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Doporučení pro navrhovatele

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9 doporučení pro navrhovatele

Doporučení pro navrhovatele

1. **Invest a little time/money** in designing a nicely structured proposal. Sloppy ordering and poor layout give an initial bad feeling (we prioritise good content but the layout is important)
2. Never say **there is "no competitors"**. Instant sign for me that the proposal is not well researched. Even if your technology is amazingly innovative there will be a market and you will take money from that market.
3. **Emphasise why your market will grow** i.e. what are the drivers for growth? Even amazing proposals need a market, make sure you talk up why there is exponential growth.

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4. **Use pictures.** One picture is worth a 1000 words (they say), I'm not sure if that is true but 30 pages of just words are VERY hard to digest
5. **If you use a statistic** --- "my market is growing 35% next year" -- **provide a link to the study** and the name of the company who did the study (e.g. Gartner, Forrester)
6. Really try to explain your innovation and **why there might be a sustainable advantage**. I'm frequently left wondering why the Commission should fund another Uber or another Spotify if the product is identical. Also, why are others not going to be able to copy you? We all know execution is the difference between success and failure but try and explain why you have something unique or "nearly unique"

Doporučení pro navrhovatele

7. When asked about IP, you can suggest you look for patents but I still score highly if I believe the proposal is thinking about **sustainable advantage even if there are no formal patents** (e.g. better channel, very much lower prices)
8. Always **show the team and try and show the 100% committed people**, if there are one or two stars in the team that will help.
9. In conclusion - there are so many proposals and in just a few hours we are expected to pick out some winners. **So make sure your proposal is memorable**. If you think this is easy money to get, you will never get it...



Děkuji za pozornost !



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