

# Proposal template



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## General guidelines

We ask applicants to use the template below. It contains all the questions that you need to answer, inline with the evaluation criteria (Annex 7 of the Guide for Applicants). The following rules must be respected:

1. The template cannot be changed. The cell structure must be kept as it is.
2. The proposal must have a **maximum length of 4 pages**.
3. All questions **must** be answered.
4. Font size of at least **11pt for text and at least 9pt for tables and charts**
5. Annexes are **not** allowed. If you feel an extra document is necessary (e.g., a letter from a potential client), state that you have it while answering the question, if evaluators judge it relevant, we will contact you to provide it.
6. Hyperlinks to external documents that answer a question are **not** allowed. Hyperlinks to your website, competitor's websites or previous work you have carried out, are allowed.
7. Budget **must** be for the 6 months incubation period and for an amount less or equal to €100 000.
8. Visual elements like charts, tables and screenshots are allowed, however, they must comply with the font size restriction (use your common sense).

Proposals not respecting any of the above rules might be declared non-eligible and discarded without further evaluation.

**Please be as concise as possible in your application.** The clarity of your communication will be a critical factor in the initial assessment. Please **remove** the title page and this guide and submit only the actual proposal (**starting at page 3 in this template with 'Proposal title'**).

**When you are finished, generate a PDF file and upload it to the Easychair submission platform.** Make sure you have answered all questions and are within the content limit.

### Further information:

- The main document for applying is the [guide for applicants](#). This document is a copy of Annex 5 in the Guide.
- An annotated version is available [here](#)
- Consult our frequently asked questions [here](#).
- A guide for better writing: [The Day You Became A Better Writer](#)

## Proposal title

### 1. Idea

#### 1.1 Strength and novelty of the idea

|                                                                                                                 |  |
|-----------------------------------------------------------------------------------------------------------------|--|
| <i>Describe the core idea of your application in <b>one sentence</b>.</i>                                       |  |
| <i>How are you different from your competitors?</i><br><br><i>Why are you using and/or producing open data?</i> |  |

#### 1.2 Dataset description and use

|                                                                                                                                 |  |
|---------------------------------------------------------------------------------------------------------------------------------|--|
| <i>What data sets (open and proprietary) will you use and how?</i><br><br><i>Give an example of how open data will be used.</i> |  |
| <i>What risks/challenges in using open data in the context of your product/service you envision?</i>                            |  |

#### 1.3 Open by default

|                                                                                |  |
|--------------------------------------------------------------------------------|--|
| <i>Give an example of how you are contributing to the open data ecosystem.</i> |  |
| <i>Do you rely on personal data?, if so, how do you deal with it?</i>          |  |

### 2. Impact

#### 2.1 Value proposition and potential scale

|                                                                                          |  |
|------------------------------------------------------------------------------------------|--|
| <i>What is the problem you solve? Who are your users?</i><br><i>How do you solve it?</i> |  |
|------------------------------------------------------------------------------------------|--|

|                                                                                       |  |
|---------------------------------------------------------------------------------------|--|
| How will you make money?<br>What are your revenue model<br>and monetisation strategy? |  |
| What is the market segment<br>and size you are addressing?                            |  |

## 2.2 Market opportunity and timing

|                                                     |  |
|-----------------------------------------------------|--|
| Why is now a good time? Give<br>an example.         |  |
| How many users or customers<br>do you already have? |  |

## 2.3 What impact will your project have

|                                                                                                                        |  |
|------------------------------------------------------------------------------------------------------------------------|--|
| What impact will your solution<br>have?                                                                                |  |
| Give a concrete example (where<br>appropriate) of the economic,<br>environmental and/or social<br>impact of your idea. |  |

## 3. Team and budget

### 3.1 Knowledge and skills of the team

|                                                                 |  |
|-----------------------------------------------------------------|--|
| List the core members of your<br>team<br>What are their skills? |  |
| How many members are working<br>full/part time on the project?  |  |
| Why should we back your team?                                   |  |

### 3.2 Capacity to realise the idea

|                                                 |  |
|-------------------------------------------------|--|
| How much short-term funding<br>do you need?     |  |
| What is your current monthly<br>cash burn rate? |  |

|                                                                                                                     |  |
|---------------------------------------------------------------------------------------------------------------------|--|
| <p><i>What is your time-to-market?</i><br/> <i>What is the customer acquisition cost (actual or predicted)?</i></p> |  |
| <p><i>Indicate other sources of funding and how likely you are to secure them.</i></p>                              |  |

| Revenue forecasts | Year 0 | Year 1 | Year 2 | Year 3 |
|-------------------|--------|--------|--------|--------|
| Revenues (€)      |        |        |        |        |
| Headcount (#)     |        |        |        |        |

Year 0 = Last Year | Revenue, profits and headcount can be zero.

Please provide a brief justification (1 paragraph) for your revenue forecast (e.g. customers, pricing, and market size).

### 3.3 Budget for the incubation period (6 months)

Give a breakdown of how you will use ODINE's funding for personnel, subcontracting, travel, equipment, and other goods and services. Respect the following rules. Your application might be declared non-eligible if you fail to do so:

1. Describe costs only for ODINE's incubation period: 6 months and for a maximum of €100 000.
2. Remember that a flat overhead rate of 25% is applied to costs (except subcontracting)
3. Remember that due to European regulation, only 15% of purchased equipment can be reimbursed. Consult the Guide for Applicants for more details on eligible and reimbursed costs.
4. You may remove this instruction notice.

|                          | Cost over 6 months | Overhead (25%) | Total in Euro |
|--------------------------|--------------------|----------------|---------------|
| Personnel                |                    |                |               |
| Travel                   |                    |                |               |
| Equipment                |                    |                |               |
| Other goods and services |                    |                |               |
| Subcontracting           |                    | n/a            |               |
| Grand total in Euro      |                    |                |               |

Please provide a brief explanation of in what you are going to spend the funds (e.g. CEO Salary, subcontract legal advice, travel to XYZ conference, etc). This can be provided inside the cells or as a separate paragraph. You may delete this notice.