**APPLICATION FORM APCA financing**

**for the purpose of a review of a business case by IXA and/or NKI-AVL**

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|

|  |  |  |
| --- | --- | --- |
|  |  | *Formulate concise, yet as fully as possible. For questions or ambiguities when filling in, please contact IXA.* |
|  | **Description of application** |   |
| **●** | Title Business Case: |  |
| **●** | Scout/Business developer IXA-UvA |  |
| **●** | Coach/advisor (if applicable): |  |
|  |  |  |
| **1** | **Personal details APPLICANT** | *(Copy this block in case of multiple people)* |
| **●** | Name + initials: |  |
| **●** | Address: |  |
| **●** | Postcode and city: |  |
| **●** | In case of existing company: name and legal entity (include extract of chamber of commerce):  |  |
| **●** | What is the commitment of the applicant / inventor for the Business Case? |  |
| **●** | Do you have experience with commercialization of Technology(s)? |  |
| **●** | What is the commitment of the department to further development of the Business Case? |  |
| **●** |  |  |
|  |  |  |
| **2** | **Summary Business Case and plan of action** |   |
| **●** | Describe in max. 150 words the essence of the invention and business case, including problem, added value, unique aspects, functional advantage. |  |
| **●** | Describe the planned activities (project proposal) and give clear criteria by which can be determined whether proof of concept (PoC) is achieved. The link to the necessary funding and timelines should be made under paragraph 8: Roadmap.  |  |
| **●** | Describe the relevance of the APCA funding for the business case; for researchers: the APCA funding will lead to improved licensing options to an existing external company or if the PoC is successful: are you interested in setting up a company yourself? |  |
|  |  | *If available: include business plan* |
|  |  |  |
| **3** | **Knowledge, Technology, Product & Market** |    |
| **●** | How is the knowledge and technology processed and used in the product/service ? |  |
| **●** | What needs to be done to get the product/service to the next stage? |  |
| **●** | Is the applicability wide (platform technology) or specific (for one product)? |  |
| **●** | Identify (technological) risks and indicate failure probability. |  |
| **●** | Which barriers are expected to be determining for entry into the market? |  |
| **●** | Are there any restrictions or incentives in legislation or regulations? |  |
| **●** | What is the total size of the market segment? |  |
| **●** | What is the estimated commercial life of the product/service? |  |
| **●** | What are competing alternatives with the same functionality? |  |
| **●** | How might the competition be described (from weak to aggressive)? |  |
|  |  |  |
| **4** | **Strategy** | **Not applicable for research applicants in case APCA financing leads to licensing to an external company** |
| **●** | Briefly describe the business strategy: * Which goals are pursued?(for example % market share, total revenue of X euro in Y number of years, FTE etc.)
 |   |
|  | * How and with which means are these goals realized?(for example market approach, scientific collaboration, strategic partnering, licenses, etc.)
 |  |
|  | * Indicate how the core team is composed, what the process is and the involvement of key figures.
 |  |
| **●** | Describe the exit strategy. Think of (partial) sale of the company. Please include an estimate of timing and under what conditions, by whom, etc. |  |
|  |  |  |
| **5** | **Protection of Intellectual Property (IP)** | *Please note that this doesn’t only apply to patents, but also software, questionnaires, etc.* |
| **●** | Mention all IP aspects necessary for the Business Case, including patent references, respective inventor(s) and owner(s) and stakeholders |  |
| **●** | What is the scope of protection by the IP in relation to products / services? |  |
| **●** | What is the state of the technology (Prior Art) now? What is the advantage of the invention with respect to Prior Art? |  |
| **●** | In the case there is a patent application: what is the status of the? |  |
| **●** | Is there a dependency on previous or other rights, by whom?  |  |
| **●** | Can third parties claim rights? |  |
| **●** | Can infringement on IP rights (easily) be established? |  |
|  |  |  |
| **6** | **Planning (present – 5 jaar)** | *(Do not limit to PoC Phase)* |
| **●** | What **technical** (R&D) milestones can be distinguished up to market introduction or market acceptance (like prototype, demonstration in animal models, certification, clinical studies, validation of questionnaires, etc.)? Also indicate length in time. |  |
| **●** | What are the investment needs per **technical** milestone? |  |
| **●** | Which **commercial** milestones can be distinguished in the total time-to-market and afterwards (like raising capital, partnering, product launch, revenues)? Also indicate length in time. |  |
| **●** | What is the investment need per **commercial** milestone? |  |
| **●** | What are the possible major restrictions or threats, in other words: showstoppers? |  |
| **●** | What are the alternatives in that case? |  |
|  |  |  |
| **7** | **Financing (present – 5 jaar)** |  *(Do not limit to PoC Phase)* |
| **●** | What is the overall financing plan related to the technical and commercial milestones? |  |
| **●** | Are there other or additional sources of funding available besides PoC? If yes, which one(s)? |  |
| **●** | Were attempts made to obtain other sources of funding? If yes, which one(s)? |  |
|  |  |  |
| **8** | **Roadmap** | *(Limited to  PoC phase)* |
|  |  | *It is important to give a breakdown of the REQUIRED financial contribution, the intended use of it and a clear link to the planning*  |
|  |  |  |
|  | Planned activities of feasibility study | Costs incl. VAT | Start date | End date |
| I |  |  |  |  |
| II |  |  |  |  |
| III |  |  |  |  |
| IV |  |  |  |  |
| V |  |  |  |  |
| VI |  |  |  |  |
| VII |  |  |  |  |
|  | total: |  |  |  |
|  |  |  |  |  |
| **9** | **Signature** |  |
|  |  |  |
|  | Date: |  |
|  | Place: |  |
|  | Signature(s): |  |

 |