



I4SME

A great opportunity...

A great challenge

I4SMEs PROPOSALS – Key aspects for success

It exists already and I know it well



BE SPECIFIC

Which is the specific need covered, what size does it have, who is going to buy and what are my plans for achieving this?

- Has strategic capacity
- Has international capacity
- Has technical capacity (production)
- Has commercial capacity
- Has financial capacity
- Has a clear plan for product and market development

Has a clear competitive advantage with respect to competency, which **ALWAYS** exists

Tested prototype
Proof of concept
Proof of market
Freedom to Operate

MARKET

COMPANY

PRODUCT

RISKS

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BE SPECIFIC

Which is the specific need covered, what size does it have, who is going to buy and what are my plans for achieving this?

- **BUSINESS MODEL**
- **PRODUCT ROADMAP**
- **PLAN FOR MARKET UPTAKE AT INTERNATIONAL LEVEL**
- **MAIN BARRIERS AND STRATEGIES AROUND THEM**
- **IP MANAGEMENT**

MARKET

**WHY IS IT IMPORTANT THAT EUROPE FINANCES THIS PROJECT?
WE MUST TELL A STORY, AND SHOW THE POTENTIAL FOR GROWTH**

COMPANY

- Has a clear plan for product and market development

Has a clear competitive advantage with respect to competency, which ALWAYS exists

PRODUCT

**Tested prototype
Proof of concept
Proof of market
Freedom to Operate**

RISKS

I4SMEs PROPOSALS – Key aspects for success

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BE SPECIFIC

Which is the specific need covered, what size does it have, who is going to buy and what are my plans for achieving this?

MARKET

- Has strategic capacity
- Has international capacity
- Has technical capacity (production)
- Has commercial capacity
- Has financial capacity
- Has a clear plan for product and market development

COMPANY

**TELL PROPERLY WHO YOU ARE
AND THE POTENTIAL YOU HAVE**

Has a clear competitive advantage with respect to competency, which **ALWAYS** exists

PRODUCT

Tested prototype
Proof of concept
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Freedom to Operate

RISKS

TELL PROPERLY YOUR PAST STEPS (lessons learnt and successes, and evolution followed)

**GETTING YOUR
PROJECT READY**



**GETTING YOUR
PROPOSAL READY**

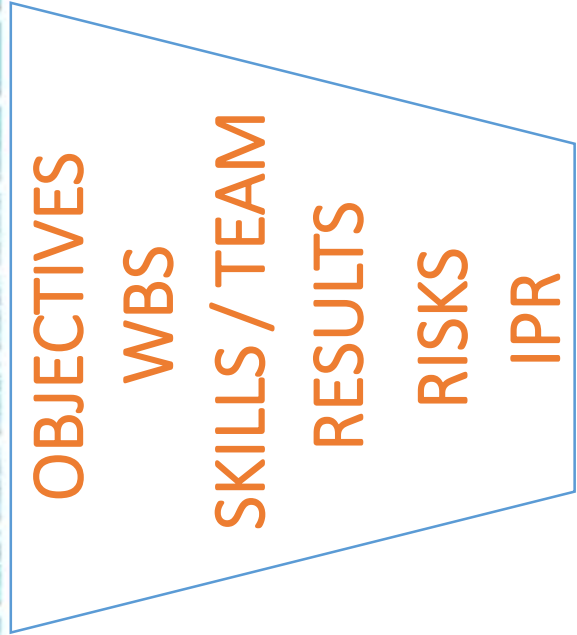
GETTING YOUR PROPOSAL READY – The baseline



CURRENT REALITY



ACTIONS

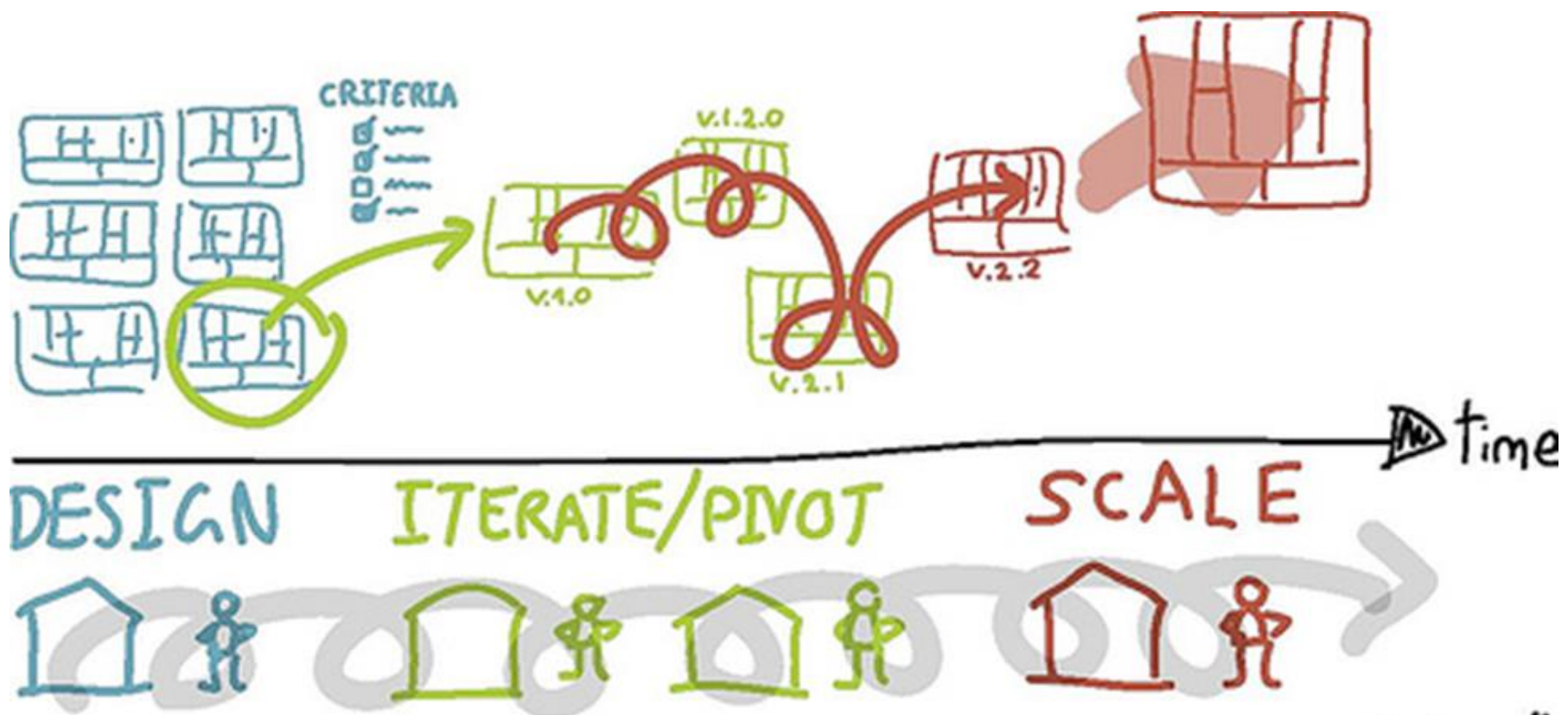


RESULTS & OUTCOMES

PRODUCT TO BE DEVELOPED

THE NEW SITUATION CREATED





continuous customer interaction: "get out of your building"

**The 1st thing about a good story
is having the story to tell,**

The 2nd thing is how you tell it

**The 3rd thing is who reads it...
and listens**

