This document contains explanations for writing an application for a Take-off phase 1 Feasibility study WO, round autumn 2024.

NB Please consider!

Before submitting your pre-proposal, please consider if you fit in the special cluster “Commit2Data”.

This cluster is organized in a separate call with a separate budget. See https://www.nwo.nl/en/calls/take-off-phase-1-feasibility-studies-wo-commit2data.

Questions? E-mail us at Aanvragentake-off@nwo.nl or call Gina Schouten at +31 70 3440 508

The application procedure consists of two stages:

- Pre-proposal
- Full proposal

For both stages, instructions can be found in this document.

For more information and the call for proposals, visit https://www.nwo.nl/en/calls/take-off-phase-1-feasibility-studies-wo
Explanatory notes for application form:

Take-off phase 1 autumn 2024
Feasibility study WO

Instructions for pre-proposal stage

General information
Submit your pre-proposal as a PDF via the ISAAC system via the account of the main applicant. Please delete any instruction text before exporting to PDF.

The pre-proposal contains:
- Information regarding the application, the applicant, and the knowledge basis;
- A letter from the knowledge institute or a (concept) agreement between the knowledge institute and the start-up. (Appendix A)

The document has a maximum length of 3 pages, excluding the front page and the appendices.

1. Administrative information
Please fill the contact details of the main applicant. **NB**: the main applicant must be employed by the knowledge institute until at least the latest possible end date of the project.

For Take-off phase 1 – Feasibility studies WO a start-up is not required (optional). Only fill in the second table of contact details in case a start-up, fully registered at the Netherlands Chamber of Commerce (a “in oprichting” or “i.o.” status is not enough), is involved in the proposal.

1.1 Ownership structure start-up
If a start-up is involved in the application, please provide the ownership structure, owners, and share (max. 150 words).

1.2 Ownership of the knowledge or technology described in the application
Please indicate whether the knowledge is protected by a patent. If this is the case, the applying start-up is required to add a (concept) license agreement to the 'full proposal' stage. If the knowledge is not protected by a patent, a (concept) knowledge transfer agreement is required that meets the requirements in the Call for proposals.

1.2.1 Patent information
With regards to IP, if applicable, please provide the following information; 1) title patent, 2) patent owner, 3) patent number, 4) if not published please specify claim.

1.3. Preferred cluster to process the application
Indicate your preferred cluster. Is it Commit2Data? Please go to that callpage, because this instrument is organized in a separate call. Select the cluster in which the center of gravity of the activities lies. The Take-off team will decide on the final classification of the applications in the subclusters.

2. Knowledge basis
2.1 Research conducted at the knowledge institute that forms the basis of this application
(1) Provide a short summary of the technology/knowledge/process, and the research that forms the basis of this application.
(2) Indicate (and motivate) the technological maturity and corresponding TRL level.
(3) Explain how the acquired knowledge or technology enables the business case of the start-up. The Take-off team will use this information to assess whether the application fits with the Take-off program.

Max 300 words, bullet points are permitted.
Appendix A. Letter / knowledge transfer agreement

Overview required document per stage of the application process.

<table>
<thead>
<tr>
<th>Deadline</th>
<th>Unsigned letter</th>
<th>Signed letter</th>
<th>Concept agreement</th>
<th>Signed agreement</th>
<th>R = Required</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pre-proposal</td>
<td>R</td>
<td>O</td>
<td>R*</td>
<td>O</td>
<td>R* = Required if start-up is already involved in the application</td>
</tr>
<tr>
<td>Full proposal</td>
<td></td>
<td>R</td>
<td>R*</td>
<td>O</td>
<td>O = Optional</td>
</tr>
<tr>
<td>8 weeks after granting</td>
<td></td>
<td></td>
<td></td>
<td>R*</td>
<td>- = Not required</td>
</tr>
</tbody>
</table>

‘Pre-proposal’ stage
Scenario I. No start-up is involved in the application
When submitting a pre-proposal, a letter from the involved knowledge institute is required, wherein the knowledge, intellectual property (IP) or technology is described (making clear it is developed at that knowledge institute). Additionally, the letter contains an intention to transfer (or license out) this knowledge, IP or technology to a to-be-founded start-up after a successful feasibility study.

Scenario II. A KVK-registered start-up is involved in the application
A concept knowledge transfer agreement between the knowledge institute and a at the Netherlands Chamber of Commerce (KVK) registered start-up is required.

‘Full proposal’ stage
Scenario I. No start-up is involved in the application
A signed letter of intent by the knowledge institute is required. The letter states the intent to transfer the described particular knowledge/IP/technology to a to-be-founded start-up in case of a successful feasibility study.

Scenario II. A KVK-registered start-up is involved in the application
A concept knowledge transfer agreement between the knowledge institute and the start-up is required. An agreement that lacks explicit descriptions of the knowledge basis and the (intent to) transfer thereof to the start-up that submits the application could result in the application being declared as inadmissible.

After granting of the proposal
If a start-up is involved in the application, within 8 weeks after granting a signed legal document is required that describes which knowledge or IP is transferred to the startup, including how this is transferred and what rights are start-up has acquired or will acquire. Especially the economical exploitation rights are of importance. This agreement has to be signed by authorized representatives of both organizations*.

The legal knowledge transfer agreement between knowledge institute and start-up at least needs to describe:
- What knowledge or IP is (to be) transferred, and where this knowledge or IP was developed;
- Against what conditions this transfer takes place;
- What rights and obligations the start-up acquires and which “freedom to operate” the start-up derives from the agreement;
- The ways of knowledge transfer (license, sale, other);
- The names, salutation, roles and contact details of the authorized representatives for potential verification.

*The representative from the knowledge institute that is authorized to sign this legal document might not be the same as the contact person.
Explanatory notes for application form:

**Take-off phase 1 autumn 2024**

**Feasibility study WO**

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**Instructions for full proposal stage**

**General information**

The total number of pages of the full document should not exceed 10 pages, excluding appendices. Sections 3 and 4 should not exceed 7 pages.

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1. **Administrative information**

1.1 **Contact details knowledge institute**

Please fill the contact details of the main applicant. **NB:** the main applicant must be employed by the knowledge institution until at least the latest possible end date of the project.

1.2 **Contact start-up (if declared in the pre-proposal)**

For Take-off phase 1 – Feasibility studies WO a start-up is not required (optional). Only fill in the table below in case a start-up, registered at the Netherlands Chamber of Commerce (KVK), is involved in the proposal.

1.3 **Ownership structure start-up (if involved)**

If a start-up is involved, please provide the ownership structure, owners and share.

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2. **Summary**

2.1 **Summary NWO Domain AES website**

Max. 100 words. This English summary should be suitable for publication. Be aware of confidentiality regarding IP and company strategy.

2.2 **Project summary**

Max. half A4.

Chapters 3 and 4 should not exceed 7 pages in length.

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3. **Business idea**

3.1 **Scientific research that lies at the core of the business idea**

Please describe the scientific research at the core of the business(idea) and where this scientific basis was created. Please clarify the quality of this research. Furthermore, please indicate the technology readiness level (TRL) of the research to make it clear to the committee what development is necessary before a market introduction could be realised. Max. 1 page.

3.2 **The problem**

Please describe which market need or problem has been identified. Describe the target market and how an actor within that target market experiences the need or problem. Use this to illustrate the context in which you provide the solution in the next paragraphs. Max. half a page.

3.3 **The proposed solution and innovative aspects**

Please describe your proposed solution, what elements it comprises, and how it would be applied. Please be sure to describe the role of the above described scientific research in this solution.

Please describe the innovative aspects of the anticipated solution or product and what factors make it unique and distinct compared to the current state-of-the-art. What breakthroughs are expected based on the results of the research? Please make a comparison to existing solutions, as well as existing and future competitors. Max. half a page.
3.4 Commercial outlook
Please describe the added value to end users. How do you intend to position the new solution within the existing solutions. Please use various models, trends and analyses, business models, SWOT or other to support your position/claim at your discretion. Max. 1 page.

3.5 The IP position and strategy
Describe the knowledge base and IP strategy, and what arrangements have been or will be made concerning the intellectual property. If no IP exists, please describe the knowledge base further and detail what knowledge or scientific research makes your solution/business unique. Please indicate what Freedom to Operate you deem necessary to operate effectively in the market space, and what agreements you have made at the time of the application.

With regards to IP, if applicable, please provide the following information;
1) title patent;
2) patent owner;
3) patent number;
4) if not published please specify claim.

If no patent exists, please describe the knowledge base further and detail what knowledge or scientific research makes your solution/business unique. Max. half a page.

3.6 Business Model Canvas
To provide the committee with an overview of the envisioned value proposition, please provide a Business Model Canvas. A template is provided in appendix E. If you have a version of your own, you can choose to attach that instead.

4. Project plan of the feasibility study

4.1 The aim of the feasibility study
Please describe the goals and primary deliverables of the project. When will the feasibility study be a success? Please describe per part of the project if distinctions are made (e.g. technical vs commercial goals). Budget maximum is €40,000.-. Max. half a page.

4.2 Description of activities
Please describe the assumptions that lie at the core of the business. What goals need to be realized, and what critical success criteria need to be met in order to succeed. Please clarify:
1. the intended method to ascertain the commercial feasibility of the solution. What opportunities are expected? What critical problems are expected and if encountered, how are they resolved;
2. the intended method to ascertain the technical viability of the envisioned solution. Which breakthroughs need to be realized, and what critical problems are a threat to the success of the feasibility study?
Max. 1.5 pages.

4.3 Milestones and time schedule
Please include a project timeline for the duration of the project (maximum of 6 months). Include important milestones. Max. half a page.

4.4 Team
Please include the project structure and roles/task distribution of the project participants and organisations. Please include details on potential third party involvement. Per team member, specify name, affiliation, roles and responsibilities, and motivation. Max. half a page.

4.5 Training, development and coaching plan
Please indicate how the team is structured to realize the envisioned business proposition, and describe any envisioned training or coaching activities to improve the entrepreneurial skills of your team during this project period. Max. half a page.

5. Budget plan

5.1 Budget
The budget form should be prepared in accordance with the NWO template. This form has restricted fields for budget details, such as maximum hourly rates for personnel and costs of external services. Modifications to this template, such
as additional rows, are not allowed, to guarantee consistency and legibility between proposals. Applications with a different budget form, or not adhering to the restrictions in the NWO budget form, will be inadmissible.

You can download this template from the NWO website or via the online application system ISAAC. Editable fields are marked light blue. Complete the budget form and save it as a PDF. The budget form should be readable in its entirety, without parts being removed, in one page (A4). Attach the saved PDF page with your budget to the application form by adding it as appendix F to the PDF file of the application form. Without the budget form as the last page in your application form, your application is not complete and cannot be processed.

Extra explanations concerning eligible and non-eligible costs:

A) Personnel costs

Eligible:
- Salary costs of personnel who have a direct employment of the knowledge institute of the main applicant.

Non-eligible:
- Proposals that budget costs that are not aligned with the hourly rates as specified in the Call for proposals ‘Fase 1 haalbaarheidsstudies WO voorjaar 2024’, section 3.2

Please put the costs for hiring external services, including salary costs of team members that do not have an employment at the knowledge institute of the main applicant, under F) Others. For example: the hiring of student assistants through a (student) employment agency of the university, or employees from the start-up (if involved in the application).

B) Material costs

Eligible:
- Costs for consumables, small equipment (up to € 20.000) and tools.
- Investments in equipment and devices (>€ 20.000). Only if the start-up becomes the owner thereof.

Non-eligible:
- Costs for general business operations such internet subscription, mobile phones, printing paper, ink cartridges etc.
- Costs for consumables that are not mentioned in the project plan.

C) Travel Expenses

Eligible:
- Travel expenses for business travels.

Non-eligible:
- Travel expenses for (day-to-day) commuting.
- Travel expenses that are not mentioned in the project plan.

D) Costs for IP protection

Eligible:
- Costs for IP protection during the project duration only, and only if the patent is owned by the start-up.
- Costs for research into IP position of the start-up, up to a potential patent filing.

Non-eligible:
- Costs for the filing of a patent.

E) Others

Eligible:
- Costs for external services (people/external service providers that are not employed by the knowledge institute of the main applicant), for the part these services are hired by the main applicant.
- Other costs that are directly linked to the project.

Non-eligible:
- General business operation costs such as services for legal and administrative means (accountancy, founding a company, etc), costs for housing.
- Proposals that budget costs for external services with an hourly rate above €125/hour.
- Proposals that budget costs for personnel of the start-up with an hourly rate above €35/hour.
- Cost for other items that are not described in the project plan.
5.2 Additional required activities or investments

Please describe the activities or investments that are indispensable for the project plan described in section 3, but which will not be financed from the Take-off budget. This could for instance be required equipment, or work that is required for a successful completion of the project.

6. Statement by the applicant

6.1 Application of NWO research results
If applicable, please provide project number and a short overview of the results.

6.2 Cluster assessing this application
Please provide you cluster preference. Choose the cluster in which the majority of activities take place. The Take-off bureau will make the final decision about where applications are processed.

6.3 Statements
Please answer the questions by checking YES or NO.

6.4 Signatory
Be aware that the application form for phase 1 feasibility study needs to be signed by the main applicant (not the contact person from the start-up).

7. Appendices

A. Curriculum vitae team members
Max. 1 page for the entire team.

B. Selection of key publications of the team
Optional, max. 1 page.

C. Proof of knowledge transfer
When a start-up is involved in the application, a (concept) knowledge transfer agreement needs to be included. This agreement needs to address the transfer of existing knowledge from the knowledge institute to the start-up. For specific requirements on this agreement, please see section 5.2 in the call for proposals. In case the knowledge transfer agreement fails to meet these requirements, this may result in the application not being considered.

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D. Letters of support
Optional: letters of third parties i.e. future investors or customers in which they express their confidence in the business idea / this feasibility study.

E. Business Model Canvas
Please fill out the business model canvas in the application form of section 3.6, or insert your own canvas in the application form. NB: please do not upload a separate PDF of the business model canvas to ISAAC.

F. Budget form
See the supporting text listed in paragraph 5.1.