# MissionGreenFuels Application template

# Pool 3 call GreenFuelsBooster

The font should be Times New Roman and font size 11. The text should not exceed the space in the boxes.

Throughout the application, where relevant, applicants must refer to and align with MissionGreenFuels vision and roadmap as described in the call text.

Title of the project (max 240 characters):

Acronym (for the project):

**Information about the applicant:**

Name of the company:

Danish Business Registration Number:

Address:

City:

**Contact details**

Name of contact person:

E-mail:

Phone:

Address:

1. **The company**

Short description of the company. What does the company do today? Who are your customers and competitors? What is your current strategic position concerning the green transition and the transition to circular economy.

**2. The idea/the innovative platform for your company**

Briefly describe the overall idea. What is the basis for the project idea, and how will the project contribute to the company’s future development of solutions to be commercialized. Which problem or challenge will the project outcome and future solutions solve? How does it work? Which alternative solutions are available on the market today, and how does your solution differ from them? What makes it better? What is the value created by your solution for your company and future customers? How far are you with the development of the solution?

3. **The MissionGreenFuels Booster project**

Explain what you plan to do in the Booster project, which knowledge related challenges need to be addressed, and describe the industrial research activities. Specify what you expect will the outcome of each of the project activities and the related milestones.

Make it clear which platform/or what foundation for further development the project will create, and how you intend to integrate the results from the project in future developments and projects.

4. **Plan for the project activities**

Create a plan (max. 5 pages) for each project activity including the title/brief description of the activity, who is responsible, what is the result or milestone, the related budget (for the company: divided into hours per person and cost (DKK). For the supplier of knowledge: the cost (DKK)) and the duration.

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | Activity | Who is responsible? | Result/milestone | Budget (for each employee: amount and number of hours. For university/  RTO: Amount) | Period/  duration |
| 1 |  |  |  |  |  |
| 2 |  |  |  |  |  |
| 3 |  |  |  |  |  |
| 4 |  |  |  |  |  |
| 5 |  |  |  |  |  |
| 6 |  |  |  |  |  |
| 7 |  |  |  |  |  |
| 8 |  |  |  |  |  |

**5. Which market is the project results targeted towards?**

Identify your potential market(s) and explain how you expect to reach out to the customers/the market(s). Which expectations do you have for the market (if relevant, specific customer segments/companies etc.) to show interest in the results from this project and future solutions? How do you plan to meet the expectation? What is the situation regarding competition and how does it affect your opportunities for benefitting from future gains in the market?

6. **How does the project contribute to the company’s future knowledge foundation and business models?**

Describe the commercial potential based on a successful Booster project. What do you anticipate will have to be done with regards to further development to go to market. Which business models do you expect to bring into play to gain a competitive advantage in the long run? Describe the expectations for the following development process towards commercial solutions including time and investment needed.

7. **The project team**

Describe the team members key to your Booster project. It is important to describe their educational background and their relevant work experience and competencies and how these are relevant for the Booster project. In addition, describe the key people from the participating suppliers of the knowledge in the same manner. Describe the diversity of the project team.

8. **How does the project fit with the MissionGreenFuels vision and roadmap?**

Describe how the projects strategic fit to the MissionGreenFuels vision and roadmap

9. **Illustration or link to a video**

You can insert a photo, an illustration (maximum one page) or a link to a short video (maximum 2 minutes) illustrating your project idea.