

## **InnoBooster – Professional Description**

**It is imperative that the professional description abides by the text format of Times New Roman size 11 and all entries must remain within the boxes. The boxes are not extendable and Innovation Fund Denmark is not able to read text outside the boxes.**

### **The Company**

*What does the company do today? Who are your current customers and competitors?*

### **The Idea**

*Briefly describe the fundamentals of the project. What problems or challenges does the project solve and who is the target group? How and why is it working? Are there any alternatives on the market today that cover the same needs and why is your solution superior? What kind of value do you offer your customers and how far are you with the idea?*

### **The InnoBooster Project**

*Describe what the InnoBooster project is supposed to produce and elaborate on the individual activities set to completion in the activity plan below. Substantiate your expectations towards each activity and specify the milestones you want to obtain in the project. Also, elaborate on any external knowledge providers and new employees, that you request financing for, in regards to their competencies and their contribution to the project.*

### Activity Plan

*Produce a short project plan.*

| Activity | Who does it? | Result/Milestone | Budget | Period |
|----------|--------------|------------------|--------|--------|
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## The Market

*Identify your potential customers and explain how you intend to reach them. What type of validation do you have of their interest in your solution? Describe the market size as well your expected market share. Why is that estimate realistic and how do you expect to fulfill it. What does the competitive landscape look like and how does it affect your possibilities of reaping the rewards in the market.*

## **Your Commercial Gain**

*Elaborate on the commercial potential.*

*Describe the business model, the pricing and the turnover you expect to produce.*

## The Team

*Describe the team members essential to the InnoBooster project. It is important to describe their academic background, professional experience and personal competencies, and how these are relevant to both the project and in the implementation of results from the project.*

## Illustration/link to video

*Here you can add a picture or a link to a short video presentation illustrating your project (max. 2 min.):*

***"insert here"***

## Resultats of any prior InnoBooster investments

*If your company or you as a contactperson have received any InnoBooster investments prior to this application, it is important that you describe the specific results - not least commercially. Furthermore, explain how the new project correlates to the previous investment.*