#### Application appendix Per Hagbarth scholarship fund

* Application should be in Word format with fonts/sizes according to template. Remove supporting text.

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| **Project name** |  |
| **Company** |  |
| **Applicant name** |  |
| **Email** |  |
| **Tel.nr** |  |
| **Website** |  |

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| **NABC- Value proposition of your idea** |
| **Need (Behov) (max 100 words)** |
| Describe the Needs of the customer (must be important and not just interesting)*Consider and incorporate:* * *Which problems or needs do you solve?*
* *Who is the customer (i.e who has the problem/need and is willing to pay for it)? What is your market?*
* *How important is the problem/need for your customer? Why?*
 |
| **Approach (Erbjudande)** **(max 100 words)** |
| Describe your Approach to meet these needs (should be unique and compelling)*Consider and incorporate:* * *What is your approach (product, offer etc.) for addressing the need?*
* *What is the business concept/model?*
* *What are the unique and/or most important aspects of your approach?*
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| **Benefits (Kundnytta) (max 100 words)** |
| Describe the Benefits per cost to the customer (should have superior value)*Consider and incorporate:* * *What is the benefit/value for the customer by using your approach/solution (money/time/convenience/improved quality) ?*
* *How large are the benefits in relation to the cost of your approach?*
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| **Competition (Konkurrens) (max 100 words)** |
| Describe Competition and alternate approaches*Consider and incorporate:* * *What competing solutions (incl. companies) exist?*
* *What alternative solutions exist that also solve the problem/need?*
* *Why is your solution better than the competition and alternatives?*
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| **Link to completed education/research at KTH (max 100 words)** |
| Describe your link to completed education/research at KTH. |

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| **Revenue potential** **(max 200 words)** | Dedscribe your revenue potential*Consider and incorporate:* * *Can you quantify the market such as overall size, no of customers, growth trends etc.*
* *How you will make your money What sources will you revenue come from? Prices?*
* *How you can enter the market and take a feasible share of it.*
* *How you can scale and grow your business.*
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| **Goals coming 6 months** | Describe your goals as clearly and measurable as possible! Use SMART goals (Specific, Measurable, Accepted, Realistic, Time set)Define your current readiness level and the planned level after 6 month. The levels such as TRL, CRL etc are defined in The KTH INNOVATION READINESS LEVEL™ model which can be found [on this link](https://kth-my.sharepoint.com/%3Ab%3A/g/personal/dcarl_ug_kth_se/EQDFtVm4NRhIvUW_GqVltvoBPcOZtsakjkVvuIPHqFYBMQ) |
| **Technology- TRL** | Current readiness level: *for example 3* | Planned readiness level (1-9):  |
| The most important goal(s) related to product/technology development (increase of Technology Readiness Level- TRL) to get to planned level, example* *Develop an α-version and test this on X users by [date]*
 |
| **Customer- CRL** | Current readiness level (1-9):  | Planned readiness level (1-9):  |
| The most important goal(s) related to customer development (increase of Customer Readiness Level- CRL) to get to planned level, example*:** *Talk to Y possible users/customers and confirmed the need for our product*
* *Establish partnership with X and initiate a pilot trial with them by [date]*
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| **Team- TMRL** | Current readiness level (1-9):  | Planned readiness level (1-9):  |
| The most important goal related to team development (increase of Team Readiness Level – TMRL), example* *Recruit a new software developper to join the team*
* *Agree on team roles, responsabilities and commitment. Agree on ownership.*
 |
| **Business- BRL** | Current readiness level (1-9): | Planned readiness level (1-9):  |
| The most important goal related to development of your business model and how you will make money (increase of Business Readiness Level- BRL) * *Draft a first business model canvas*
* *Define our possible revenu streams*
 |
| **Funding- FRL** | Current readiness level (1-9):  | Planned readiness level (1-9):  |
| The most important goal related to getting funding:* *Make a budget for 12 months and define our funding needs*
* *Identify potential funding sources and draft a funding plan*
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| **Intellectual Property Rights- IPRL** | Current readiness level (1-9):  | Planned readiness level (1-9):  |
| The most important goal related to protection and management of IPR and legal aspects:* *Analyze if and how we could protect ourselves e.g. using patents or copyrights*
* *Signed agreement regarding ownership of copyrighted software from the developers.*
 |
| **Date:**  | *Date*  |
| **Contact person** | *Applicant* |

I am aware of that I will report the outcome of the project and use of fund. I will report below when the fund is used, letest 2 years after grant approval.