# Swiss Food Research Call 2020

**SUBMISSION FORM (confidential) –**

**Submit to** **peter.braun@swissfoodresearch.ch** **by June 15th 2020**

*Please write in English, use this form only,* ***send back as word document!***

Complete title

Short title

Did you apply for other funding: Is another funding requested /granted : Please select If yes please fill in the next line!

Which type of funding:       Did you receive the funding:Please select

**Research partner**

Organisation

Address

ZIP / City

Contact person Name

E-Mail

Phone

**Industry partner Member of Swiss Food Research:** Please select

Organisation

Address

ZIP / City

Contact person Name

E-Mail

Phone

**Comments**

**Objective of the project proposal (100–300 words)**

Motivation for project - Describe the idea!

Why is it innovative? What are the scientific challenges / research questions? – What are the innovative aspect of the project? Please describe the innovative aspects so that the idea behind becomes clear.

What are the challenges? What hurdles do you expect? (not only from a research point of view)

Who is involved and what are the competences – what competences do you need -Team composition?

**Project Plan (100–200 words)**

Draft of plan - if available, milestones, tentative schedule, details (research, demonstrator, product development, etc.)

**Potential for a consecutive project (100–300 words)**

*What are the next steps once this research call is completed and all goals set for this call are accomplished?*

*Do you plan for a larger research project? Do you plan for direct market realization? Do you plan for further collaboration with your partner? – Please outline the planning.*

**Market & Business View (100–300 words)**

*Let’s jump to the very end and imagine the product is finally developed and all goals from all projects were achieved – how would you describe it and how would you position it and why?*

* What are the Unique selling propositions of the “product”? What makes the project unique? What are the added values for the customers? What creates the gap to the competition?
* Market to be addressed – Where are the markets? What is their size? Who are the customers?

Date

Author

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