

**University of Debrecen**

**Student Proof of Concept Program**

**Guide to the Project Plan**

**2020.**



**Project Number:** 2019-1.2.1-EGYETEMI-ÖKO-2019-00011

**Project title:** „Innovation management and technology transfer activities at the University of Debrecen”

The purpose of the preliminary project plan is to present your ideas in free form, along the questions described below. The size of the project plan must not exceed 8 pages in Calibri font, font size 11, 1.15 spacing, 2.5 cm margin (A / 4 page size).

If the project plan is worth supporting according to the decision makers, you can develop the task plan / study plan and the detailed budget with the professional support and feedback of an appointed mentor. These detailed documents will be a part of the Grant Agreement.

# Project title

# Executive summary (1,5 pages)

1. Introduction of the problem and challenges inspiring the idea.
2. Introduction of the solution to the problem/challenge.
3. Description of the innovative nature of the solution and its position against competitors
4. Brief introduction of the target market and key users
5. Brief introduction of the team
6. Required grant

# Introduction of the problem, challenge (1 page)

1. Describe the market gap, market problem or unfulfilled demand that the product you want to develop aims at.
2. What factual information and data support the problem and its size (please, list sources as well)?

# The product and market environment (1,5 pages)

1. What is new in your product or service compared to those that are already on the market? (eg. response to a new need, new solution, more efficient solution, more cost-effective solution, more environmentally friendly solution, etc.)
2. According to your current knowledge, is there a similar product/service on the market? Who are your competitors? If you have competitors, what would make a successful market entry possible?
3. Who will be the potential end users of the product or service?
4. What growth potential do you see after the market entry (domestic, international)?

# Project information (3 pages)

*(In this chapter you should specifically describe the project to be carried out within the framework of the Student Proof of Concept Program.)*

1. Brief description of the aim of the project.
2. What is the current stage of development of the idea? If you have previously received support for the development in question, please provide a brief description.
3. Where would you like to go from the current stage of development by the end of the project?
4. What activities and tasks do you plan to carry out during the project?
5. Please, describe in the table down below what types of costs would you use the received grant for. More than one cost type can belong to one activity.

|  |  |  |
| --- | --- | --- |
| **Task/activity** | **Type of cost**  (personnel cost, service procurement, equipment acquisition, other) | **Planned amount (HUF)** |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |
| **Total:** |  |  |

When planning your project and budget, please pay special attention to make sure that their timing fits the planned duration of the project and is consistent with the content of the milestones provided on the web form.

# Future plans (1 page)

1. What are your further plans with the results / prototype / technology produced by the end of the project?
2. What further development / investment is expected to be required before entering the market?