Title:

Name:

E-mail address:

Phone number:

Company Name: *(only for existing companies)*

Company number: *(only for existing companies)*

Address:

Date:

Executive Summary.

*Present the core of your proposal in an elevator pitch; i.e. a single paragraph of max 100 words.*

Extended abstract

*The extended abstract must provide answers to the following questions; all questions must be answered using a maximum of 8 (eight) pages. The letter type must be Times 12, using a line spacing of 1.5. The guidance texts (in brown) must be removed prior to submission. This standardization is required to facilitate the analysis by the Jury. If the submitted document does not comply to the form requirements, this can result in disqualification.*

1. Problem to solve

*What problem does your innovation solve? Why is the time right to develop and launch the innovation? Where is the market, who are your customers in that market? How do they solve the problem currently without your solution? How does this problem relate to the textile, interior and decoration market?*

1. Innovation.

*Explain your solution and its development phase (concept, proof of concept, market ready). If needed you can add sketches or pictures in the addendum. Explain why your solution is better or different with respect to other solutions in the market. Keep in mind that the status quo of customers who do not change their current habits and practices are also a competitor.*

1. Market.

*Describe the market size for your innovation; pay attention to the ecosystem of competitors and (paying) customers. What is the market size targeted in coming years? What are the critical assumptions you make?*

1. Business model.

*Describe your target customers, channel partners and/or other partners for cooperation. How does your solution plan to generate money? Even if your solution is still in an early development phase, you need to indicate how your business model will work, and how will you monetize your offering.*

1. THE Team.

*Provide an overview of the persons involved in this innovation. Explain their experience, their role in the development and the personal investment you and your team members make. If you already cooperate with external parties, they must be mentioned here.*

1. What’s next.

*Explain what you intend to use the money for if you would win the 5000EUR prize money.*

1. Addendum

*An optional addendum of maximum 3 pages (e.g. sketches, schemes, pictures, tables, etc. ) can be added on top of the 8 pages to provide further background information to the text.*