

Application for the Innovation Booster Artificial Intelligence - Deep Dive

Questions	Please fill in your information & answers.
What is your project title?	
What is the contact information of the main applicant? <i>Name & email contact person, name company/organization & address</i>	
Who will take over the cash contribution? <i>Name & email contact person, name company/organization & address</i>	
What is your challenge/ idea? <i>Describe your idea or challenge in a few sentences. What would be the goal of the innovation project following the Deep Dive? - Please briefly describe the following aspects:</i> <ul style="list-style-type: none"> - <i>Desirability: Why is the problem relevant, i.e., why is a solution desired?</i> - <i>Viability: How does the service create economic value for the actors in the ecosystem (customer, provider, partner, ...)?</i> - <i>Feasibility: What must be developed for the solution? Where are current knowledge gaps and how to close them? What must be researched? What scientific approaches might be most promising? What are the potential costs of a solution?</i> <p><i>Important: With your project submission you confirm that your project idea considers explainability, accountability, fairness, privacy and human rights regarding the development, integration or application of AI systems.</i></p>	



<p>What is the business potential of your solution? <i>Describe how the idea/ the solution to your challenge might create sustainable business value for the involved companies/organizations. How might the market position of the applicant be changed after solving this challenge, e.g. could new markets be reached or which additional values for existing customers could be created and what would this mean for the size of the current business?</i> <i>Will the solution enable you to: i) enter a new market, ii) increase the share of existing markets, or iii) secure existing market shares? If these actions are possible at this stage, quantitatively estimate the potential market potential.</i></p>	
<p>What is the innovative part of your proposed project? <i>What is the innovative part of the expected solution? What type of innovation do you expect (i.e. rather scientific, technological, social, or business innovation)?</i> <i>Important: The goal of the Innovation Booster initiative is to foster radical innovation – so please explain, why you think the idea can develop towards/ has the potential for radical innovation!</i></p>	
<p>What are your goals of the Deep Dive? <i>Why is a Deep Dive needed to obtain a solution? What is the expected outcome of the efforts made in the Deep Dive program?</i> <i>What are challenges to solve to obtain a solution? What uncertainties could still exist? Do you have enough high-quality information/ data?</i></p>	



<p>What are the participants in the proposed project? <i>Name the participants and organizations, describe their expertise, and indicate how each participant is expected to contribute to the proposed innovation project.</i></p>	<table border="1"> <thead> <tr> <th style="text-align: left;">Name</th> <th style="text-align: left;">Affiliation</th> <th style="text-align: left;">Contribution to the project</th> </tr> </thead> <tbody> <tr><td> </td><td> </td><td> </td></tr> <tr><td> </td><td> </td><td> </td></tr> <tr><td> </td><td> </td><td> </td></tr> <tr><td> </td><td> </td><td> </td></tr> </tbody> </table>	Name	Affiliation	Contribution to the project												
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<p>How much financial support is needed? <i>Please provide an overview of the beneficiaries.</i></p>	<table border="1"> <thead> <tr> <th style="text-align: left;">Work package/ Task</th> <th style="text-align: left;">Research partner</th> <th style="text-align: left;">Implementation partner</th> </tr> </thead> <tbody> <tr><td> </td><td> </td><td> </td></tr> <tr><td> </td><td> </td><td> </td></tr> <tr><td> </td><td> </td><td> </td></tr> </tbody> </table>	Work package/ Task	Research partner	Implementation partner												
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<p>Are you providing any kind of additional in-kind contribution? <i>Please name and list potential in-kind contribution next to the mandatory cash-contribution.</i></p>																
<p>Does the project idea got public funding already? If yes, please specify project title and funding body.</p>																
<p>Please indicate date and format of the challenge stage event you shaped your idea.</p>																



Do you need additional expertise from research or industry?

If yes, please name the necessary expertise and the envisaged part within the project.

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These are the criteria used by the evaluation committee to assess and evaluate your application prior to the online presentation. The initial assessment may be adjusted by the evaluation committee members based on the online presentation/presentation of your project idea. This is just for your information – please don't fill out the evaluation.

Criteria	Evaluation
<p>Business value</p> <p>After a successful Deep Dive program, will the business value for the applicant(s) be sustainable and significant enough?</p>	(yes / no / I don't know)
<p>Level of Innovation</p> <p>Does the solution require a novel approach, with respect to either technology or business models? Is research needed for a solution?</p>	(yes / no / I don't know)
<p>Added value of the Deep Dive program</p> <p>Is the Deep Dive program needed to mitigate the risk? Are the requested expenses proportional to the expected outcome?</p>	(yes / no / I don't know)
<p>Quality of team</p> <p>Are all relevant areas covered for testing the idea? Do the involved partners have a track record in these kinds of problems? Do the project partners have the expertise needed to carry out the following research/development project?</p>	(good / average / poor)
<p>Overall evaluation</p> <p>Should this idea/challenge be supported in the Innovation Booster Artificial Intelligence?</p>	<p>(yes / no / not sure)</p> <p>If yes: why?</p>