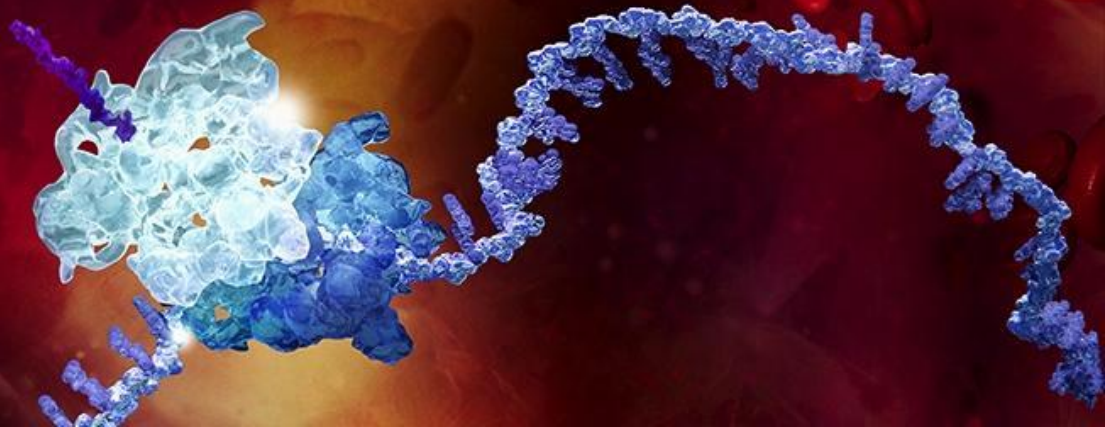


**AstraZeneca
Skolkovo Startup
Challenge 2019**



Project name

**Company name/name of the project
lead**

CONTENTS

- **Problem**
- **Description of the technology / solution**
- **Competitive advantages**
- **Market analysis/commercialization plan**
- **Intellectual property**
- **Project roadmap**
- **Project team**

PROBLEM

Provide the information on the problem you are going to solve:

- **Describe the actual problem in the healthcare system / disease area**
- **Confirm the problem actuality and relevancy through providing scientific publications and / or independent studies**
- **Describe companies or consumers who benefit from solving this problem**

DESCRIPTION OF THE TECHNOLOGY / SOLUTION

Key points to discuss:

- **What is the main idea of your solution/technology?**
- **Describe technology and its key properties**
- **Provide information on the scientific and technology innovation**
- **Provide information on Russian and international scientific publications (if applicable)**

COMPETITIVE ADVANTAGES

Key points to discuss:

- **Overview of the competitive landscape – who are the key players? Relative offerings and market size**
- **Points of differentiation – what sets the applicant's solution apart from these**

MARKET ANALYSIS AND COMMERCIALIZATION PLAN

Describe the commercialization roadmap of your project:

- **Approach to commercialization (sale to consumers, sale of IP / outlicensing / partnering&JV). Business model (B2B, B2C)**
- **Estimates of market size & target on market share (if applicable);**
- **Sales plan (in units / monetary terms) – both worldwide and in Russia (if applicable)**
- **Profiles of potential consumers**

INTELLECTUAL PROPERTY (IP)

Key points to discuss:

- Provide info on the current IP protection policy
- Provide list of current patent applications/patents (Russia&abroad)
- Provide plans for IP protection

PROJECT ROADMAP

Key points to discuss:

- **Current project status and development track until now;**
- **Planned stages of R&D and key milestones/KPIs;**
- **Critical research uncertainties, which you need to solve during R&D**
- **Estimated date of commercialization**

PROJECT TEAM

Key points to discuss:

- Provide names & roles (scientific research, business development, etc.) of key team members
- Provide short CV of key members and their backgrounds (technical, scientific, business)
- Do you have experts with international experience?
- Do you have mentors?
- Do you have international partners involved in the project?

contact details (e-mail, phone, web-site)