



Project title

Company name

Content

- **Problem at hand**
- **Description of the proposed solution (technology)**
- **Intellectual property**
- **Competitive advantages**
- **Market assessment and commercialization plan**
- **Implementation phase**
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Problem at hand

Describe the issue that you are going to solve:

- describe the relevance of the issue;**
- is there any evidence of this problem in the publications;**
- which specific business companies or consumers are affected the most by this issue.**

Description of the proposed solution (technology)

Describe:

- the essence of your solution (description of the technology and its characteristics);**
- describe the scientific and technological novelty of your solution;**
- Russian and international scientific publications/research articles (if applicable).**

Intellectual property

Describe the protection of your intellectual property:

- Presence of the documents that preserve intellectual property rights of the project – Russian and PCT;**
- Indicate planned patents – Russian and PCT.**

Competitive advantages

- **Describe:**
- **What specific competitive advantages your technology or product has in comparison to the present analogs? Please use strictly quantitative and qualitative characteristics of the innovative solution in the description;**
- **Who are your competitors in the world (companies, R&D centers, research institutes and so on) that develop similar solutions in this area?**

Market assessment and commercialization plan

Describe the commercialization path of your project:

- **commercialization scheme (value proposition, targeted audience, sales model, sales targets);**
- **target market size and market segments, at which the product is oriented;**
- **size of the total addressable (international and Russian) market (Serviceable Available Market, SAM), at which your solution is targeted.**

Implementation phase

Describe the dynamics of project development and plans for the future:

- **dynamics of project development up until this day;**
- **implementation phase;**
- **presence of the company product's commercial sales and current project revenue;**
- **product roadmap; plans for R&D.**

Project team

- **Tell us about those people who give 100% of their time to the project**
- **Provide a brief summary for the key team members**
- **Do you have team members with technical, scientific and business competencies?**
- **Do you have experts with international experience?**
- **Do you have international partners involved in the project?**

Contacts

First/Last Name, E-mail, mobile