

**Instructions for completing the incubation application form  
under the European Funds for Eastern Poland Programme  
Priority 1 Entrepreneurship and innovation  
Measure 01.01 Startup platforms for new ideas  
Component I: Incubation – development of a new business idea**

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Some application blanks in the Application Generator have been blocked for editing and are complemented automatically, therefore the applicant does not fill in these fields.

## GENERAL INFORMATION ABOUT THE PLATFORM

Information in the fields: *Funding application form number*, *Date of submitting the funding application form*, *Programme*, *Priority*, *Measure*, *Call number* will be filled in automatically in the Application Generator.

## GENERAL INFORMATION

### *Name of the business idea* (max. 1 000 characters)

Enter a name that reflects the innovativeness of the idea.

### *Business idea summary* (max. 2 500 characters)

Briefly describe what the submitted idea is about and define its key features.

### *Startup platform – industry (healthcare, IT etc.)*

From the single-selection list, select the HugeTECH Revolution Startup Platform and the industry in which your business idea fits. If the appropriate industry has not been defined by the Startup Platform, select the Startup Platform of your choice with the note "other industry" and complete the blank below.

### *Other industry? Define* (max. 100 characters)

If you select the "other industry" option in the "Startup platform - industry", complete by indicating what industry the business idea applies to. If the business idea fits into the industry incubation defined by name in the Startup Platform, indicate "not applicable".

## OTHER APPLICATIONS BY THE APPLICANT

### *The business idea application form is resubmitted*

Select "YES" from the single-select toggle list if you have already submitted an incubation application form for this particular business idea. Complete the blanks that appear below. If you are submitting an incubation application for the first time, select "NO".

### *Number of funding application form* (max. 50 characters)

Enter all numbers of previously submitted incubation applications.

### *Name of the business idea* (max. 1000 characters)

Enter the name of the idea.

### *The number of times the incubation application form was submitted for the same business idea* (max. 50 characters)

Enter the number of times you has submitted the incubation application form for the same business idea.

***The Startup Platform to which an incubation application form was already submitted for the same business idea***

From the multiple-choice list, select all Startup Platforms to which you have previously submitted incubation application forms for the same idea.

**FOUNDER**

Please fill in all the blanks. The data entered in the blanks must be current.

***Founder's name and surname (max. 100 characters)***

Provide the name and surname of the founder to whom the submitted business idea belongs. Remember that the founder submitting the idea must own interests in the startup company.

***PESEL number***

Enter the founder's PESEL number (if applicable).

***Education (max. 100 characters)***

Enter information about the founder's education, e.g. PhD or Engineer degree.

***Phone number***

Enter phone number.

***E-mail address***

Enter e-mail address.

***Founder's residential address***

Enter a founder's full residential address.

**INFORMATION ABOUT THE BUSINESS IDEA**

***Summary of the submitted business idea (max. 2 500 characters)***

Provide as detailed a description of your idea as possible. Describe the goal and the results planned to be achieved during the incubation process, as well as how they will be used while running an own business.

***Type of planned product***

Select from the multiple-choice toggle list whether your idea is an innovative product or service. If the innovative venture is both a product and a service, select both items from the list.

***Description of market problems/needs that the product will respond to in a competitive manner while being compared to already existing solutions on the market (max. 2 500 characters)***

Describe the problems your potential customers face or the need your proposed solution will meet. Indicate the competitive advantages of the proposed solution over the existing counterparts. The description should indicate why a potential customer

would be interested in the proposed product and what will be the motivation to purchase it.

### ***Innovation at scale***

From the toggle list, select the scale of the innovation to which the incubation application relates.

### ***Substantiation (max. 2 500 characters)***

Enter substantiation and the reasoning.

### ***Description of cutting-edge or significantly improved features and functionalities of the planned product, determining its innovativeness (max. 2 500 characters)***

Describe any new or significantly improved features and functionalities of the idea that indicate it is innovative. Product innovation includes improvements in technical specifications, components and materials, embedded software, easy accessibility or other functional features.

### ***Description of a major feature or functionality that indicate the idea innovativeness (max. 2 500 characters)***

Describe the main and greatest feature that determines the innovativeness of your business idea.

### ***Type of market and industry appropriate for the planned product (max. 2 500 characters)***

Describe the target market for your product. Indicate the industry your solution is addressed. Estimate expected market share. However, refer to the target group(s) as narrowly as possible. Focus on the needs of recipients directly interested in a given product, i.e. groups of customers paying for your product. Estimate the market size (size of customer segments), indicate the expected size of the target group that you ultimately plan to reach with your new offer (the percentage of share to which you want to address your solution).

### ***Characteristics of the customer segment to which the product will be addressed (max. 2 500 characters)***

Present the characteristics of the main customer groups of the product, i.e. indicate specific groups of people and organizations that you are trying to reach with the product and that you want to serve, obtaining revenues from the sale of this product.

### ***Description of the target customer profile (max. 2 500 characters)***

Explain who your customer is and why. Describe the selected group of customers, referring to their characteristics that are important for the market success of your product. In particular, refer to size, preferences, possibilities, special features. Indicate what value you will provide to the target customer.

### ***Description of the competition's offer (max. 2 500 characters)***

Present a description of existing competitive solutions and indicate advantages over the competition's offer. If you don't identify competing solutions, describe how the clients already deal with the problem/need yet without your solution. Present how to analyse the offers of potential competitors and indicate the market subjects for analysis.

***Description of the current stage of the idea development — TRL (max. 2 500 characters)***

Define the level of technological readiness of your proposed solution. There are nine levels, which are described in detail in [the annex to the regulation](#) of the Polish Minister of Science and Higher Education of August 28, 2020 (item 1495). It is assumed that ideas subject to incubation should present a level of technological readiness from I to IV.

***Main barriers and limitations causing the current cease in implementation of the idea (max. 2 500 characters)***

Describe the circumstances that prevent or significantly impede the transformation of your idea into a business venture.

***Actions performed so far as part of the implementation of the submitted business idea (max. 2 500 characters)***

Describe the activities you have carried out in connection with the submitted business idea until the moment of completing the incubation application form.

***Description of the resources necessary to develop the idea (max. 2 500 characters)***

Describe the resources necessary to implement and commercialize the product, i.e. all the resources required to transform an idea into a product and then enable its distribution and sale.

***Description of the MVP (max. 2 500 characters)***

Describe what the minimum version of the product you want to propose should look like. Generally, in terms of the attractiveness of your first version to acquire your customers and obtain valuable feedback about your product.

***Description of the planned development based on a business idea (max. 2 500 characters)***

Describe how you plan to develop your business idea. Indicate what actions should be taken to achieve the assumed goals in the next 2–5 years.

***Does the business idea involve bringing to market a solution that takes into account ecological or social aspects of sustainable development? To what extent? (max. 2 500 characters)***

Determine whether the solution introduced to the market takes into account ecological solutions or social aspects of sustainable development. “Growth and human development that aims to meet the needs of the present without compromising the ability of future generations to meet their own needs.” If your idea does not take into account any of these aspects, please enter ‘not applicable’.

***Main sources of revenue (max. 2 500 characters)***

Describe the leading revenue sources for your future business. Specify the elements of the offer that will be paid and those that will be available for free. Indicate what customers will pay for and at what intervals. Determine the expected ratio of domestic revenues to foreign revenues.

***Costs of launching the product to the market (max. 2 500 characters)***

Estimate the amount and types of costs that are necessary to produce the product, to verify it and introduce it to the market. Set the timelines for identified costs.

**TEAM IMPLEMENTING THE IDEA (single section for each team member)**

Enter the personal data of each team member implementing the submitted idea.

***Describe whether the team member owns the rights to the idea/invention (in what part, to what extent?) (max. 2 000 characters)***

Describe whether the team member indicated here is the co-owner of the rights to the submitted idea. Specify clearly what part of the share it holds.

***Role in the idea incubation process (max. 2 000 characters)***

Determine what the team member’s role will be during the idea incubation. Indicate what tasks the person will perform and what they will be responsible for during the process.

***Experience and qualifications (max. 2 000 characters)***

Describe the member’s experience and qualifications related to implementing the business idea.

***Description of the competencies and skills missing within the team (max. 3 000 characters)***

Indicate what competences and expertise are missing in the team. Determine who you will need to recruit and what skills this person should have to help implement and develop the basic assumptions and further steps of the project.

## ATTACHMENTS

Add mandatory attachments to your application.

If you will to submit attachments other than those required, please submit them as an "Other" attachment option and name properly the documents.

Please submit attachments in the formats appropriate for a given attachment. The size of a single attachment should not exceed 15 MB. When attaching scanned paper documents, make sure the files are legible.

## ATTENTION!

**Before submitting the incubation application form in the recruitment process, please thoughtfully read the 'Regulations' to the Startup Platform of your choice. The Regulations contain details on the conditions for submitting an incubation application to the selected Platform, including appendices to the application, if applicable. Failure to fulfil these conditions may result in a negative assessment of the submitted application.**

The following attachments constitute an essential part of the incubation application form:

1. **Presentation of a business idea** – a mandatory document

Present your business idea in a few slides, including its most important features. Possibility to attach one file in PDF format.

2. **Other** – if applicable

Possibility to attach one file in PDF, JPG, XLS, XLSX, ODS, ZIP, 7-ZIP format.7