**Application for the Innovation Booster Artificial Intelligence – Shaping Workshop**

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| **Questions** | **Please fill in your information & answers.** |
| **What is your project title?** |  |
| **What is the contact information of the main applicant?**  *Name & email contact person, name company/organization & address* |  |
| **Who will take over the cash contribution?**  *Name & email contact person, name company/organization & address* |  |
| **What is your challenge/ idea?**  *Describe your idea or challenge in a few sentences. What would be the goal of the innovation project following the Shaping Workshop? - Please briefly describe the following aspects:*   * *Desirability: Why is the problem relevant, i.e., why is a solution desired?* * *Viability: How does the service create economic value for the actors in the ecosystem (customer, provider, partner, …)?* * *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?* |  |
| **What is the business potential of your solution?**  *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?*  *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.* |  |
| **What is the innovative part of your proposed project?**  *What is the innovative part of the expected solution? What type of innovation do you expect (i.e., incremental vs. radical) and is the innovation rather scientific, technological, social, or business innovation?* |  |
| **What are your goals of the Shaping Workshop?**  *Why is a Shaping Workshop needed to obtain a solution? What is the expected outcome of the Shaping Workshop?*  *What are challenges to solve to obtain a solution? What uncertainties could still exist? Do you have enough high-quality information/ data?* |  |
| **What are the participants in the Shaping Workshop?**  *Name the participants and organizations, describe their expertise, and indicate how each participant is expected to contribute to the proposed innovation project.* | |  |  |  | | --- | --- | --- | | **Name** | **Affiliation** | **Contribution to the project** | |  |  |  | |  |  |  | |  |  |  | |  |  |  | |  |  |  | |  |  |  | |  |  |  | |  |  |  | |
| **What Shaping Workshop format do you apply for?**  *You can apply for financial support for either*   * *a half-day workshop,* * *a full-day workshop (can be split into two half-days),* * *a two-day workshop, or* * *a one-day workshop with the option to add a second day if needed (decision made at the end of day 1 by the participants and the responsible Booster Manager)*   *Choose one option and explain your choice.* |  |
| **Are you providing any kind of additional in-kind contribution?**  *Please name and list potential in-kind contribution next to the mandatory cash-contribution.* |  |
| **Do you need additional expertise from research or industry?**  *If yes, please name the necessary expertise and the envisaged part within the project. If you need a moderator, please let us know – if you do not need a moderator, please name the person who will moderate the Shaping Workshop.* |  |

***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.***

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| **Criteria** | **Evaluation** |
| **Business value**  Assume that the challenge has been addressed successfully (i.e. after the workshop, an innovation project has been carried out, and as a result of this project, a new service/product has been developed). After a successful workshop, will the business value for the applicant(s) be sustainable and significant enough? | (yes / no / I don’t know) |
| **Level of Innovation**  Does the solution require a novel approach, either with respect to technology or to business models? Is research needed for a solution? | (yes / no / I don’t know) |
| **Added value of the Shaping Workshop**  Is the added value of the workshop clarified within the fields of desirability, viability, and feasibility? Are the expected outcomes of the workshop in a good relation with the requested funds (size of workshop, additional experts, moderator, …)? | (yes / no / I don’t know) |
| **Quality of team**  What is the quality and expertise of the project consortium with respect to the ability to solve the challenge and make the workshop successful? Are all relevant areas covered? 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? | (good / average / poor) |
| **Overall evaluation**  Should this idea/challenge be supported in the Innovation Booster Artificial Intelligence? | (yes / no / not sure)  If yes: why? |