**Preparing a BRIDGE Discovery project description**

The project description provides the necessary details for the evaluation of your project. It allows the evaluation panel to determine whether and to what extent the evaluation criteria are met. This is an essential element in the selection process to determine the best projects for funding.

**Objectives of BRIDGE and BRIDGE Discovery**

The overall aim of BRIDGE is to make better use of the economic and/or societal potential of research findings and to facilitate research-based innovation by accelerating the uptake of research findings that may be transformed into products, services and further commercial or non-commercial solutions for the benefit of the Swiss society and economy.

The funding scheme "BRIDGE Discovery" fosters projects that aim to establish, explore and implement the innovation potential of research results. It supports qualified researchers who intend to conduct a research and innovation project with the clear goal of developing an application, a service, a method or a process. Submitted projects demonstrate the societal and/or economic impact of the innovation to be developed. BRIDGE Discovery supports interactions between basic and applied research to implement the innovation potential of scientific results.

**Evaluation criteria**

BRIDGE Discovery projects are evaluated according to the following criteria:

1. Quality of the project:
2. *Innovative potential:* The project must present a credible vision of the potential impacts of the innovation as well as of its possible implementation.
3. *Scientific content:*
	* The project‘s scientific objectives must be of high quality and must address relevant needs (e.g. technological, societal, environmental, economic). They must be realistic and more effective compared to the state of the art and current practice.
	* The objectives should be related to the intended innovation and not just represent a continuation of the basic research. The proposed methods must be suitable, clearly defined, and relevant to the objectives.
4. *Feasibility:* The project must be feasible and goal-oriented according to its work plan and defined milestones (including valorisation of a process where applicable) and must include a realistic budget.
5. *Implementation:* The project must contain a convincing roadmap, including the involvement of the necessary stakeholders, and a strategy outlining the envisaged steps towards implementation.
6. Applicants’ qualifications:
7. The applicants demonstrate an appropriate level of both scientific and innovation-based competences, including the relevant skills needed to successfully complete the project (e.g. managerial and entrepreneurial skills as well as in-depth understanding of the topic).
8. In projects with more than one applicant, their competences must be complementary and their collaboration must deliver a clear added value. Moreover, the applicants must be able to show that they are capable of organising the consortium and establishing appropriate project-internal communication and decision processes. Cooperation between universities, the Swiss federal institutes of technology and research institutes on the one hand, and universities of applied sciences (UAS) and universities of teacher education (UTE) on the other are considered a positive feature in the evaluation process.
9. Additional criteria, used for prioritization in case of equivalently rated projects:
10. Proposals that contribute to a sustainable economic, societal or environmental impact will be given priority.
11. Proposals that increase diversity will be given priority in order to mitigate imbalances in the success rate for categories such as, e.g., proposals by female applicants, variety of institutions, variety of disciplines, variety of institutions from various language regions.

**Project description**

The project description must consist of original content written and prepared by yourself. A limited amount of text (or other features such as graphs, etc.) taken from your own publications or existing documents is acceptable. Any text or illustrations from other sources must be clearly designated as such and a verifiable source must be indicated nearby and in the bibliography.**[[1]](#footnote-2)**

The project description must be written in English. It must comprise two sections – an introduction and a project plan (2 and 3) – preceded by a summary (1). Please adopt the chapter headings listed below. Provide as many details as necessary for the evaluation of your project in line with the relevant criteria.

The entire project description must not exceed 20 pages, excluding the bibliography and the one-page summary. A minimum of point 10 font size and 1.5 line spacing must be used. In general, the project description should not contain any annexed documents.

The following information must be provided in three main chapters:

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| **1** | **Summary** | The summary (max. 1 page) should describe the aims of the project, how they will be achieved and what the expected outcome of the project will be. |
| **2** | **Introduction** |  |
| 2.1 | Current state of research in the field | * Describe how your project relates to the current state of research in your field. Make reference to the most important publications, particularly by other authors.

Please define the current stage of maturity for your project according to our [guidelines](https://www.snf.ch/media/de/jDtUv1C7LTSrmdsY/BRIDGE_Discovery_Fullproposal_checklist.pdf). |
| 2.2*2.2.1**2.2.2**2.2.3* | Innovative potential*Economic, societal impact**Sustainability**IP situation* | Please describe the unique selling proposition(s) (USP) of your solution to explain what the novelty is and how it differs from other similar solutions. Support your statements with facts and figures to ensure that your description is credible.* Present a credible vision of your intended innovation and put it in the context of already existing solutions.
* Elaborate on the expected possible impacts of your planned innovation on society, the market or sustainability. How can your innovation benefit society and/or offer the economy a competitive advantage? Who are the beneficiaries of your innovation? If you are successful, what difference will it make?

Explain how the project contributes to a sustainable development. Please follow our [guidelines](https://www.snf.ch/media/de/jDtUv1C7LTSrmdsY/BRIDGE_Discovery_Fullproposal_checklist.pdf).Present an overview of the current situation concerning the intellectual property (e.g. existing patents, copyrights, competitors).**[[2]](#footnote-3)** |
| 2.3 | Own achievements in the field | Present your achievements in the relevant field; describe the results obtained so far as well as the relevance of these preliminary undertakings for your project. Make reference to your most important publications, patents, and/or other achievements in the field. |
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| **3** | **Project plan** |  |
| 3.1 | Scientific aims & challenges | Describe the intended research goals and the corresponding challenges. Elaborate on the expected generation of knowledge and scientific impacts of your project.* What are you trying to achieve? Clearly formulate your objectives, avoiding too much jargon.
* How is this done today and what are the limits of current practice?
 |
| 3.2 | Methods & practical approach | Present your methods and the practical approach you adopt in order to reach your objectives and to tackle the challenges. |
| 3.3 | Validation steps & expected results | For each line of research:* Describe the validation steps: how do you validate the applicability of your approach to achieve the planned innovation?
* Describe the expected results and how they will be measured. If applicable, you may define yes/no criteria to assess the feasibility of your innovation at each key step.
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| 3.4 | Innovation roadmap & implementation strategy | * Present a roadmap that enables or facilitates the implementation of your planned scientific achievements. Please indicate the progress you expect in terms of maturity for your project according to our [guidelines](https://www.snf.ch/media/de/jDtUv1C7LTSrmdsY/BRIDGE_Discovery_Fullproposal_checklist.pdf).
* Describe how you plan to bring your idea to market or to actors who will implement your results in an application, a service, a method, or a process.
* Discuss how you can reach end-users and how you could ensure that your solution is adopted.
* Describe your implementation strategy with respect to unique selling proposition (USP), (societal) value creation, competitive environment, existing market, market access, regulatory situation, scalability, intellectual property, etc.
* Discuss the main challenges you expect to face with regard to implementation strategy and partners.

*If you are planning to found a start-up company, indicate how advanced your plans are in this respect.* |
| 3.5 | Milestones | Present a detailed project plan including work packages, milestones and deliverables. One of the work packages should concern implementation, e.g., by comprising either a business case or a clear plan for value creation and for reaching end-users.Present your milestones and work packages in a structured way, e.g., with a table. The presented measures must be feasible and realistic within the timeframe of the funding period. |
| 3.6*3.6.1**3.6.2* | Management of the project*Responsibilities & justification of budget**Benefit of the consortium (if applicable)* | Present how the project and the involved team will be managed.Include a justification of the requested budget.In case of a consortium: please describe how the project profits from the collaboration of the different project partners and show how the project is organised. Please highlight the complementarity in the competencies required to achieve the project goals. |
| 3.7 | Risk mitigation plan | Elaborate on the challenges and risks you expect during the project in terms of research as well as implementation strategy and partners. Describe how you plan to respond to them. |
| **4** | **Bibliography** | List the different sources of information which explain, validate, and/or substantiate your text, in particular concerning the scientific background. References in the bibliography must show up with full title and list of authors (**do not use “*et al.*”**) and should be publicly available. |



**Discovery**

Project description

Applicants’ names

**Title of the proposal**

1. Summary
2. Introduction
	1. Current state of research in the field
	2. Innovative potential
		1. *Economic, societal impact*
		2. *Sustainability*
		3. *IP situation*
	3. Own achievements in the field
3. Project plan
	1. Scientific aims & challenges
	2. Methods & practical approach
	3. Validation steps & expected results
	4. Innovation roadmap & implementation strategy
	5. Milestones

| List of work package (number and title) | Applicant(s) involvement | Description of the tasks and duration |
| --- | --- | --- |
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* 1. Management of the project
		1. *Responsibilities & justification of budget*
		2. *Benefit of the consortium (if applicable)*
	2. Risk mitigation plan
1. Bibliography
1. SNSF Regulations on scientific misconduct (Research Integrity Regulations) of 12 July 2016 [↑](#footnote-ref-2)
2. For an assisted patent search, please find more information here: <https://www.bridge.ch/en/support/patent-searches/> [↑](#footnote-ref-3)