**Preparing a BRIDGE Proof of Concept project description**

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

**Evaluation criteria**

BRIDGE Proof of Concept projects are evaluated according to the following criteria:

1. **Innovative potential:**
   * The project must be based to a large extent on the research results produced by the applicant or towards which the applicant has made a substantial contribution;
   * It provides a credible vision with a clear value chain for a new product, service or process which offers a significant competitive advantage to Swiss economy or has an important societal impact;
   * It includes a plausible implementation plan or a scenario with a convincing set of measures for achieving its goals;
   * It is feasible and goal-oriented according to its work plan and defined milestones;
   * The applicant provides a convincing plan for cooperation with implementation partners or for founding a start-up company.
2. **Applicant’s qualifications:**
   * The applicant exhibits an appropriate level of innovation-based, entrepreneurial and managerial competences.

**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 existing documents or from your own publications is permissible in the section concerning the research background (2.1). Quoted text must be clearly designated as such (quotation marks or appropriate wording) and a verifiable source must be indicated nearby and in the bibliography.[[1]](#footnote-2)

The project description must be written in English. It should not be longer than five pages, excluding summary and bibliography. It must comprise four sections (2.1 to 2.4), 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 following information must be provided in the two chapters and in the bibliography:

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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 | Project description | The project description must not exceed 5 pages and 20’000 characters. The project description should not contain any annexed documents. |
| *2.1* | *Research background* | * Describe the research background on which your project is founded. Explain where your project stands in relation to the state-of-the-art in the research field. * Provide the information necessary to show that the project is based on your own research or on research to which you have made a significant contribution. * Provide the relevant (qualitative and quantitative) research results you have obtained as a basis for implementing your planned innovation. |
| *2.2* | *Innovation potential and market review* | * Describe in what way the planned product, application or service is innovative, particularly if viewed in the context of any already existing solutions. * Elaborate on the expected impact of your planned innovation on the market or society. How can your innovation offer the economy a competitive advantage and benefit society? What is its potential “unique selling proposition”? * Present a brief analysis of possible market outcomes. * Support your statements with facts and figures to ensure that your description is credible. |
| *2.3* | *Implementation strategy* | * Present a set of measures that enable or facilitate implementation, showing how you intend to achieve the proof of concept. * Describe how you plan – during and beyond the one-year Bridge support – to bring your idea to market or to actors who will implement your results in a product or service. * 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. |
| *2.4* | *Project plan* | * Explain what needs to be done during the project to achieve your goals. * Elaborate on the challenges you expect to face in the course of the project and how you plan to respond to them. If your project is high risk, a risk mitigation plan should be included. * Present a project plan with clear milestones and deliverables. The presented measures must be feasible and realistic within the timeframe of the funding period. * Include a justification of the requested budget. |
|  | **Bibliography** | List the different sources of the information you have used in your research and while preparing your project description, in particular concerning the research background. |



**Proof of Concept**

Project description

Name

**Title of your proposal**

1. Summary
2. Project description
   1. *Research background*
   2. *Innovation potential and market review*
   3. *Implementation strategy*
   4. *Project plan*

Bibliography

1. SNSF Regulations on scientific misconduct (Research Integrity Regulations) of 12 July 2016 [↑](#footnote-ref-2)