Click or tap here to enter the project name (1 – 3 words).

Click or tap here to enter the project title (max 20 words).

**Instructions:** Write an executive summary to give an overview of your project. Keep it brief and high level not exceeding this page. On the following pages you will have the opportunity to answer detailed questions about the status of your project (1 through 7), question 8 about your future plans, and finally questions 9, 10 and 11 about social impact, sustainability, and your entrepreneurial mindset. Familiarize yourself with the eleven questions in this document first before you get started. Be concise and avoid redundancies.

This document must not exceed 7 pages, additional ones will be dismissed.

# Executive Summary

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# GENERAL

## How does your project match with the Pioneer Fellowship?

* Does your application meet the vision, mission and objectives of the Pioneer Fellowship, as outlined in the Pioneer Fellowship Regulations?

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## Explain the significance of the Pioneer Fellowship for the realization of your project?

* Is the Pioneer Fellowship essential for the realization of the project? Could you realize it without?
* Could you bootstrap your project or fund it with other grants, risk capital, convertible loans? Which?

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# INNOVATION

## What is the innovation degree of your technology?

* Present the state of art (SOA) and competing technologies / solutions.
* Describe your technology and how it is different by highlighting your unique value proposition (UVP)?

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## What is the technology readiness level (TRL) of your technology?

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| **TRL** | **Deep-Tech** | **Biotech / Pharma** |
| 1 | idea or basic research | idea, basic research,  |
| 2 | technology formulation | technology formulation  |
| 3 | applied research | applied research |
| 4 | proof of concept (POC) | in vitro validated with hit compounds (POC) |
| 5 | prototype | lead compounds identified |
| 6 | minimum viable product (MVP) | drug candidate selected for clinical development |
| 7 | alpha series | preclinical phase I in relevant animal model  |
| 8, 9 | beta series / mass production | Clinical Phase II and III |

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## Explain the Intellectual Property Situation

* Complete the separate Intellectual Property form!

# Market opportunity

## What is the market situation?

* What customer problem are you solving by serving what market(s)?
* What products or services will you be selling, who will be your customers, who are your competitors?
* What feedback did you already get on your products or services?
* Attach any letters of endorsement, letters of reference, letters of intent etc. and/or collaboration agreements as supplementary information to your application!

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## What is the market size

TAM (Total Addressable Market) represents the total market demand for all product and service in a specific market. It’s the maximum revenue that can be generated by all players.

SAM (Serviceable Addressable Market) is the part of the TAM that can be achieved by all players in the market offering similar specialized and geographically bound products and services.

SOM (Serviceable Obtainable Market): The SOM estimates the part of the SAM considering geographic reach and competitors market shares. It’s basically the revenue you can realistically expect to achieve from selling your products and services.

* Give the TAM, SAM and SOM for your products and services.
* Perform a bottom-up and/or top-down evaluation of your SOM.

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# PROJECT OBJECTIVES

## What are your project objectives?

* What do you want to achieve during the Pioneer Fellowship?
* Present your detailed project plan, its objectives, work packages and milestones. Address the following six areas: (i) spin-off plans (ii) technology development (iii) go to market (iv) team development (v) further funding and (vi) personal entrepreneurial development goals. Avoid redundances to the previous section!

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# Sustainability & IMPACT

## How do you take environmental and social considerations into account?

* Apart from economic value how is your business idea/technology addressing impact to society as well as the environment in a broader way?
* How does your business idea contribute to the UN Sustainable Development Goals (SDGs). Name the top 1 - 3 and rank them.
* if you are applying for the Deep-Tech Pioneer Fellowship, please focus on impact to society in high-income countries
* if you are applying for the Social Impact Pioneer Fellowship, please focus on the social impact in low-and middle-income countries for people living in poverty with less than 10 USD as listed on the OECDs DAC list of ODA recipients.

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# Entrepreneurial Mindset

## What is your entrepreneurial mindset?

* List any and all activities such as founder activites, start-up courses, workshops, projects etc. demonstrating your entrepreneurial mindset
* Did you or do you have any leadership or management role in an association, club or other organization?

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