

REQUIREMENTS FOR SUBMITTING: STAGE 2

GUIDELINES ON PREPARING A PROJECT APPLICATION

Overview

A formal project application for projects in the thematic areas of activity usually consists of parts:

1. an electronic accompanying letter enclosed with the application;
2. the project application itself ("Project application form"), which represents a new version and extension of the project proposal (Stage 1);
3. and its attachments;
4. "Elevator pitch" video: 3 minutes.

The [4 deadlines for submission](#) per year are final deadlines. Your project documentation must reach the Gebert Rüf Stiftung office electronically by these dates.

Send your project proposal to Ms [Jacqueline Grollimund](#), project controlling.

1. Accompanying letter

Your accompanying letter enclosed with the application should include the following content:

- Answers to any questions asked in the invitation to submit the application;
- Response to any funding conditions mentioned in the invitation to submit the application;
- Brief description of what has changed in your project or in its framework conditions since the project proposal (Stage 1).
- Tip: Any tables, diagrams or graphs can be noted in the application form and annexed.

2. Project application

- Please use the appropriate "Project application form", which can be downloaded from our website. This form is an extension of the "Project proposal form" which you used for the 1st submission stage.
- Limit your project application to 8 pages including the cover sheet, but excluding attachments.
- Please follow the instructions given on the form.
- Applications with incomplete information cannot be accepted.

3. Attachments mandatory

- Details of the financial dimension of your institute's participation (see project application form point 3.)
- Applicant's brief CV
- Publication list of main applicant: Name your best publications from the past two years.
- poss. CVs of project partners
- Other attachments

4. "Elevator pitch" video: 3 minutes

4.1 Content-related aspects

- What problem does the project address? What solution does the project offer?
- Unique selling point (USP): In what way is my project creative/original/innovative?
- On what basis (research, IP, patent) will the project build?
- Where and how is the innovation to be implemented (in society or on the market)?
- What is the intended effect?
- Which entrepreneurial qualities make me suitable for my implementation-oriented project?

4.2 Dramaturgic aspects

- A good video requires preparation: the spoken text must be written beforehand in the form of a script, and roles allocated if several people are involved.
- Choose a suitable location/background.
- The presentation should be attractive and easy to understand. Long sentences should be avoided.
- As well as the content, personality is also important: authenticity, self-confidence, eye-contact, enthusiasm for the idea.
- Use pictures sparingly and deliberately: prototype, market potential.

4.3. Technical aspects

- The video should be in a format supported by YouTube (standard).
- Please send the video by e-mail to jacqueline.grollmund@grstiftung.ch (project controlling). Services such as DropSend or WeTransfer can also be used.