

GUIDELINES ON PREPARING A PROJECT PROPOSAL FOR INNOBOOSTER

Overview

A formal project proposal consists of three parts:

1. an electronic accompanying letter enclosed with the proposal;
2. the project proposal itself ("INNOBOOSTER: Project proposal");
3. and its attachments.

The [four deadlines for submission](#) per year are final deadlines. This means that your project documentation must reach the Gebert RUF Stiftung office in PDF format by these cut-off dates at the latest.

Send your proposal to our controller, Ms [Jacqueline Grollmund](#).

1. Accompanying letter

In your accompanying letter enclosed with the proposal, please answer the following three questions:

- How did you learn about Gebert RUF Stiftung?
- To what extent does your project fit in with the activities of Gebert RUF Stiftung?
- How creative/innovative is your project?

2. Project proposal

- Please use the appropriate form "INNOBOOSTER: Project proposal", which can be downloaded from our website.
- Limit your project proposal to max. 6 pages – excluding the accompanying letter and attachments.
- Please follow the instructions given on the form.
- Proposals with incomplete information cannot be accepted.
- Tip: Any tables, diagrams or graphs can be noted in the application form or annexed.

3. Attachments

- Brief CV of main applicant
- Publication list of main applicant: Name your best publications from the past two years.
- poss. CVs of project partners
- Provide evidence of your Venture Kick participation
- Provide a Letter of Endorsement from a funding program such as BRIDGE Proof of Concept, Pioneer Fellowships, Innogrant or similar.
- Provide evidence of the entrepreneurial potential through a Letter of Endorsement from (potential) customers, investors, industry 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.