

CLUSTER FUNDING, SCIENTAINMENT, FOUNDATION & SWITZERLAND

GUIDELINES ON PREPARING A PROJECT APPLICATION: STAGE 2

OVERVIEW

A formal project application consists of the following parts:

1. Online application form on [our web portal](#) (use the same login as for stage 1);
2. The single PDF containing the following documents: accompanying letter, project application, attachments (details below);
3. If available: project presentation (max. 10 slides/pages);
4. Elevator pitch (details below).

The four deadlines for submission per year are final deadlines: 1 February, 1 May, 1 September and 1 December. This means that your project documentation must be uploaded on our web portal by these cut-off dates at the latest.

1 ACCOMPANYING LETTER

Consider the following points:

- Answer 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).

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 – excluding cover sheet and attachments.
- Please follow the listed instructions given on the form and upload the single PDF (incl. accompanying letter and attachments) on the web portal.
- Applications with incomplete information cannot be accepted.

3 ATTACHMENTS (to be included in the single PDF)

- Brief CV of main applicant;
- CVs of project team and/or partners;
- Details of the financial dimension of your institute's participation (see project application form point 3);
- Other attachments.

4 PROJECT PRESENTATION

- Upload separately if available: project presentation (max. 10 slides/pages).

5 «ELEVATOR PITCH» VIDEO: 3 MINUTES

5.1 Content-related aspects

- What concret problem does the project address? What solution does the project offer?
- Unique selling point (USP): In what way is the 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 has been achieved so far? What is the intended effect?
- Which entrepreneurial qualities make you suitable for the implementation-oriented project?

5.2 Dramaturgic aspects

- Show the people involved in the project.
- Select a suitable location/background.
- Formulate short and understandable sentences.
- Try to convey your own enthusiasm for the project.

5.3. Technical aspects

- The video should be in MP4 format and not bigger than 250 MB.
- Please upload your video on the [web portal](#).