OVERVIEW

A formal project application for projects in the thematic areas of activity usually consists of parts:
1. electronic accompanying letter;
2. the project application itself ("Project application form"), which represents a new version and extension of the project proposal (Stage 1);
3. "Elevator pitch" video: 3 minutes;
4. Attachments.

The four deadlines for submission per year are final deadlines. This means that your project documentation must reach the Gebert Rüf Stiftung office in PDF format by these cut-off dates at the latest: jacqueline.grollimund@grstiftung.ch.

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.
- Applications with incomplete information cannot be accepted.

3 ATTACHMENTS MANDATORY

- Project presentation (max. 10 slides/pages);
- Details of the financial dimension of your institute’s participation (see project application form point 3.);
- Applicant’s brief CV;
- CVs of project partners;
- Other attachments.
4  "ELEVATOR PITCH" VIDEO: 3 MINUTES

4.1 Content-related aspects
- What concrete 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?

4.2 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.

4.3 Technical aspects
- The video should be in a format supported by YouTube (standard).
- Send the video by e-mail to jacqueline.grollimund@grstiftung.ch. Services such as DropSend or WeTransfer can also be used.