

## Pella Innovation Challenge 2022

**Deck-Proposal Structure** (*Maximum 3 pages*) // or short video (*3-5min*)

### I. Title Page

1. Project Title
2. Abstract (not more than 300 words)
3. Team Lead
  - Name, surname
  - Position, Lab/Department/Faculty
  - Company/Institution/University
  - Contact details (E-mail, Mobile)
  - Links to profiles (ResearchGate, Academia, Google Scholar, LinkedIn)
    1. Background information on the team (number of members, seniority, specialization /expertise), how team capability covers the needs of the project, equipment capabilities available (e.g., analytical instruments, prototyping/manufacturing facilities, computing infrastructure, etc.)
    2. Keywords

### II. Table of Contents

The deck-proposal must include the following content:

- Introduction/Overview (State of art)
- Problem/opportunity definition
- Proposed innovation
  1. Novelty/Key benefits
  2. Technology principle/Hypothesis
    - Materials and methods
    - Available resources
- Status of development (idea; theoretical study; proof of concept; fully functional prototype; ready for industrialization)
- Technological risk (what needs to be validated and degree of confidence)
- Expectations of scalability and price
- Toxicological risks (if applicable)
- IP coverage (if applicable)
- Roadmap, Timeline, Estimated budget
- Expected results

## ANNEX 1 Templates

### III. Timetable Guidelines

The roadmap and milestones should be presented using the table format, as shown below:

Action/Milestone	Deliverables	Duration

### IV. Other guidelines

The team and partners (if any) part should be presented using the table format, as demonstrated below:

Name surname/Partner	Scientific degree	Function in the project	University/Institute, Department/Faculty/Lab	Industrial Partnership Company name

### V. Future opportunities

What are the follow-up projects, and opportunities in case the current phase of the project is successful?