
H2M – Advanced services application form

Please fill out the questionnaire and send it back to h2m@engage-ventures.com. Please make sure to give as much detail as possible in as many categories as possible. An NDA (Non-disclosure-Agreement) can be obtained if necessary. In this case and also if you need help or support in filling out the form, please contact the above e-mail address.

Please keep in mind that the European Commission expects a publicly available output. You will be asked to remove mission-critical or identifying information prior to publication of any results. This does not concern info given in this form.

Deadline for turning in your application is the **15.2.2015, 23:59 CET**.

1. General

Name: Your name, title

Institution: Your host research institution

Position: (Lead) Researcher / Technology Transfer / etc.

Tel.: e.g. +49 (0) 721 91345-11 **E-Mail:** e.g. a@b.cd

Your invention or planned business in one sentence:

Please explain

2. Market:

Which markets do you target (geographically, customer type, sector/ branch)?

Geographical: Please state whether national, European, ww or other market

Sector/ branch: Please state whether therapeutic, diagnostic, biomedical device or other

What do you know about the market dynamic?

Please give detail

Is it a growth market?

Yes No Other: Please explain

What do you know about market sizes/ volumes?

Please state the size (in \$/€) of the addressed markets

Who is the customer, who needs to be influenced/addressed, who makes the buying decision?

Please describe who is involved in the buying decision, whether there is only the end consumer deciding or whether others are involved such as government, health insurance, etc.

How sensitive are the customers to price?

Please indicate the price sensitivity of the customers

What is important to the customer?

Please indicate what is important to the customers (e.g. price, quality, accuracy, adverse events etc.)

Has there been any feedback from the market side (e.g. when presenting results at a fair, talking to potential customers)?

Please indicate if there is feedback from the market or interested parties for your product / service

Have you or somebody else (TTO, etc.) already tried marketing the technology? What where the

results?

Please state whether the technology has been marketed already and if so, how successful this has been (e.g. lead to pilot customers etc.)

Competitors. Who are they, what products/competing solution are they selling, what market position are they in, how do they compare to your technology?

Competitors Please name the competitors

Products Please name competing products

Advantages /
Disadvantages Please describe the (dis-)advantages of the competing technology

What knowledge do you have of special market mechanisms (market knowledge) and entry barriers (contractual, regulatory, financial, technical, ...)?

Market knowledge Please give overview of your market knowledge

Entry barriers Please indicate which entry barriers there are and how "high" these are

What can you say about the pricing (costs/ market prizes) of your potential product and competitors technologies?

Please indicate the price point of your and your competitors technology / (planned) products

3. Technology

What is the need your technology satisfies?

Please describe which concrete need(s) your technology satisfies

What is your technology's degree of maturity?

Please indicate, e.g. proof-of-concept, prototype, ...

What are the technologies unique selling points?

Please describe the unique selling points

What limitations on your technology are there (e.g. special gear/tools/machines necessary, access to lab space necessary, etc.)?

Please describe the limitations of your technology

What are the necessary resources to create product (time, personnel, money, infrastructure, ...)?

Please describe all resources which you need for production

How far ahead of the state of the art would you suppose the technology is?

Please indicate how novel, innovative your technology is

Will you need to conduct clinical / human trials?

Please state whether you need to conduct clinical trials

What possibilities are there for further development?

Please indicate whether your technology can be further advanced to new products or expanded to different markets/sectors

4. People

What is your motivation to valorize your research? How convinced are you of your idea/product/service?

Please explain

Who are the key persons involved?

Please name the key persons involved.

What is their background / experience?

Please describe their background

What can they bring to the proposed undertaking?

Please describe what each of the persons contributes to the undertaking

When and how are they available?

Please also indicate whether they work fulltime or part time for the undertaking

Who is a candidate for management tasks?

Please indicate whether you have a candidate for management tasks

Are there professional contacts / networks that aid you with valorization?

Please indicate whether you have professional help

5. Financing:

Would you invest your own money in a company making your product?

Yes No

Does a business plan exist?

Yes No

Is an industry joint-venture possible?

Yes No

Are you already in contact with investors?

Yes No

How much is your own / your networks investment (family, friends, fools)?

Please enter

6. Intellectual Property Rights

Is the technology in any way protected? If so, please indicate the type of protection (patent, copyright, etc.)

Please detail type(s) of protection

Where is the technology protected (geographic scope)?

Please indicate in which regions the technology is protected

Which applications are currently covered?

Please indicate which applications / parts of your business are covered

Are there applications you plan to commercialize not yet covered by the protection?

Please explain.

Is the IP protection already - or can it still be - internationalized (at least in the US + most important markets)?

Please explain.

Have you published the underlying scientific results? When/where?

Please explain.

Is the protection still active (fees paid etc.)? How long will the protection still last?

Please explain.

Is it already licensed/used? By whom, where, for how long, to what conditions, ...?

Please explain.

Is the technology ready to be licensed / used or is follow-up research / development necessary?

Please describe.

What is the situation regarding norms, laws, GMP regulations etc. for the specific technology?

Please describe.

Are there any usage restrictions on the technology?

If so, please explain.

How freely can you access the technology (sole ownership, co-ownership, ...)?

Please describe.

Are other rights necessary to use the technology (background)?

Please explain.

Are the rights to the technology in any way under scrutiny (usage limitations, appeals, indictions, ...)?

If so, please explain.

Could you identify a violation of your rights? How easy would it be spot an unauthorized use of your technology?

Please explain.

7. Research Funding Source:

Are the inventions/ IP / results you plan to commercialize based on research that was in any way funded by the European Commission, e.g. through a Framework Programme (i.e. FP5, 6, 7) or Horizon 2020 grants or other European funding?

Yes No

If yes, please give details:

Project name	Funding source
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8. Feedback / Input:

Please indicate which advanced service you would like to obtain:

- 1. Application mapping and highlighting
- 2. Patent analysis
- 3. Market analysis
- 4. Business plan formulation
- 5. Business plan evaluation
- 6. European legislation, standardization and certification issues related to medical technology
- 7. Support in obtaining further EU funds
- 8. Access to finance

Feedback:

Questions, comments, complaints, etc.