**ANNEX 1 - APPLICATION FORM FAN**-BEST Coach Network

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| **GENERAL INFORMATION**

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| **CONTACT PERSON**

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| --- | --- |
| **Full Name** |  |
| **Current Position** |  |
| **Country of Residence** |  |
| **Email** |  |
| **Phone Number** |  |

**BASIC ENTERPRISE INFORMATION (If appropriate)**

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| --- | --- |
| **Short Name** |  |
| **Legal Name** |  |
| **Country** |  |
| **Creation Date (or expected)** |  |
| **Number of Workers** |  |
| **Address** |  |
| **BE Subsector** |  |

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| **How did you hear about this call? (mark with “X” where appropriate)** |
| **FANBEST website** |  |
| **Social media** |  |
| **Newsletter** |  |
| **Local Event** |  |
| **Other:** |  |

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| **SUMMARY**

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| **Brief description of your project, idea or service. Describe your goal, main result and the roadmap to achieve it.** (200 words) |
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| **What is your main motivation to join the FANBEST coaching program? What do you expect from the coaching service?** (100 words) |
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| **SECTION A –INNOVATION**

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| **A1. PROBLEM AND SOLUTION** (200 words) |
| Describe the current problem/challenge in Blue Economy thet your company/solution aims to solve? |
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| **A2. INNOVATIVENESS** (200 words) |
| Describe the innovativeness/state of the art aspect of your solution and how different is it from the existing alternatives. |
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| **A3. STAGE OF DEVELOPMENT** (100 words) |
| Describe the current stage of development (Technology Readiness Level - TRL), including the activities and results achieved so far. What are the steps planned to take this innovation to a fully operational product/service/process? |
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| **SECTION B – IMPACT**

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| **B1. MARKET READINESS** (200 words) |
| Present a paint point of your technology together with the estimated market size (total and achievable). Depict the market segmentation, your value proposition and summarize the competitive landscape  |
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| **B2. ADDED-VALUE IN THE EUROPEAN BLUE ECONOMY** (100 words) |
| Describe the added-value of your innovation in the targeted Blue Economy sectors |
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| **B3. SCALE UP POTENTIAL** (100 words) |
| Describe how you intend to scale up your innovation, including the potential to develop new markets and the impact of the innovation on the growth of the company. |
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| **B4. ENVIRONNEMENTAL IMPACT** (100 words) |
| What are the short, middle, and long term broad environmental impacts of your innovation? How is your solution contributing to a sustainable European Blue Economy (land-use change, greenhouse gas avoided emissions, carbon footprint, circular economy, biodiversity, ocean health, etc.) |
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| **B5. SOCIO-ECONOMIC IMPACT** (100 words) |
| What are the expected socio-economic impacts of your innovation? How is your solution contributing to a strong, safe and stable European Blue Economy (job creation, added value, maritime spatial planning, ocean governance, public awareness, etc…) |
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| **SECTION C –IMPLEMENTATION**

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| **C1. TEAM AND CAPABILITIES**  |
| Describe your team, the different roles, commitment and achievements/experience in relation to your innovation. What are the main strengths and weaknesses of the team, and what is the plan to acquire currently missing competencies? |
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| **C2. ROADMAP** (100 words) |
| Describe the steps and timeline towards commercialization and beyond, including expected milestones. |
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| **C3. RISK ANALYSIS** |
| Describe the 5 main risks associated with your roadmap, give a score from 1 (unlike or low severity) to 5 (very likely or very high severity) and provide the expected mitigation measures |
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| **Description of risk** | **Probability of occurrence\*** | **Severity of the consequences\*** | **Mitigation measures** |
| Risk N°1 – … | (1-5) | (1-5) | … |
| Risk N°2 – … | (1-5) | (1-5) | … |
| Risk N°3 – … | (1-5) | (1-5) | … |
| Risk N°4 – … | (1-5) | (1-5) | … |
| Risk N°5 – … | (1-5) | (1-5) | … |

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| **C4. WOMEN’S CONTRIBUTION TO THE SME** (100 words) |
| Describe the roles and tasks carried out by women within your company. Has your company a gender equality policy? |
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