# Afbeelding met tekst, vectorafbeeldingen Automatisch gegenereerde beschrijving

Strategic Basic Research

Template for the application of a project for strategic basic research for clusters within the moonshot innovation program

VERSION April, 2020

**This document explains how to complete a proposal for a cSBO project within the moonshot innovation program. Where relevant, the link with the moonshot objectives/strategy must always be made.**

All necessary information and documents which are important when preparing the application and can be found on the moonshot website: [www.moonshotflanders.be](http://www.moonshotflanders.be). The following documents are available for download at www.moonshotflanders.be/downloads:

* Context document "The Flemish industry carbon circular and low in CO2 in 2050 through the development of marketable innovative technologies in Flanders by 2040”, containing relevant background information concerning the moonshot innovation program (such as the high-level objectives of the program and the specific objectives of the four moonshot research trajectories*)*;
* Manual for cSBO projects within the moonshot innovation program (version April 2020) containing relevant background information;
* Cost model and corresponding Excel-template to prepare the project budget.

We recommend that you always check whether you have the most current version of these documents and templates.

The application must be submitted electronically via the spearhead cluster Catalisti to the Agency for Innovation and Entrepreneurship, acting for the Hermes Fund, together with the signed statements. It is this version that is used to determine the date of submission. Keep in mind that only files up to 15 MB are allowed via e-mail. Please use [moonshot@catalisti.be](mailto:moonshot@catalisti.be) and the following e-mail addresses to submit your proposal:

* Isabelle Monnaie ([imonnaie@catalisti.be](mailto:imonnaie@catalisti.be) for projects related to MOT1: Biobased chemistry);
* Wannes Libbrecht ([wlibbrecht@catalisti.be](mailto:wlibbrecht@catalisti.be) for projects related to MOT2: Circularity of carbon);
* Luc Van Ginneken ([lvanginneken@catalisti.be](mailto:lvanginneken@catalisti.be) for projects related to MOT3: Process transformation);
* Jeroen van Walsem ([jvanwalsem@catalisti.be](mailto:jvanwalsem@catalisti.be) for projects related to MOT4: Energy innovation).

Questions regarding the submission of the application can be addressed to:

CATALISTI vzw

BlueChem

Olieweg 95

2020 Antwerpen

[moonshot@catalisti.be](mailto:moonshot@catalisti.be)

Agentschap Innoveren en Ondernemen

Ellipsgebouw

Koning Albert II-laan 35, bus 16

1030 Brussel

tel : 02 432 42 00, fax : 02 432 43 99

[clusters@vlaio.be](mailto:clusters@vlaio.be)

# The Application

The application for a cSBO project consists of 4 different parts and 3 appendices:

**Part 1** Project sheet and project summary (in English – maximum 3 pages)

**Part 2** Description of the intended valorisation and transfer of knowledge (in English – maximum 25 pages)

**Part 3** Scientific project description (in English – maximum 30 pages)

**Part 4** Expertise and track record of the consortium (in English – maximum 5 pages × N in which N = number of participating research teams[[1]](#footnote-2))

**Appendix A** Administrative data and the project summary in Dutch.

**Appendix B** Additional substantiation of part 2 (i.e. the valorisation chapter) of the cSBO proposal: justifying letters from companies, perhaps additional confidential information related to valorisation (e.g., a draft business plan, details of freedom-to-operate analysis, list of Background IP).

**Appendix C** Excel file with the project budget. The use of the available Excel file template for the project budget is mandatory. The template can be downloaded at: [www.vlaio.be/nl/andere-doelgroepen/projecten-voor-speerpuntclusters/aanvraagprocedure](http://www.vlaio.be/nl/andere-doelgroepen/projecten-voor-speerpuntclusters/aanvraagprocedure)

→ Template “projectbegroting o&o-project”

In formulating your project proposal, the following general points are important:

* The stated **maximum number of pages** for parts 1 to 4 applies to the proposal, including the literature list and other references. The text is written on normal A4 pages using “Calibri” font with font size of minimum 11 or equivalent, with reasonable line spacing and margins. It is imperative that you do not exceed these maxima. Take into account that a good cSBO project proposal does not necessarily need to approach the set page limit.
* **Part 1, part 2, part 3 and part 4** of your project application are intended for the external experts and as a result, it is **mandatory to complete these in English**.
* **Appendix A and Appendix B** are only intended for use by VLAIO and can be formulated in Dutch or English with the exception of the project summary, which should be written in Dutch. In principle, these appendices are not transferred to the external experts. The project summary in Appendix A must be written in Dutch (mandatory) and serves as essential basic information for the decision committee at the Hermes fund. This document also serves as a basis for formulating the support agreement in the case of a positive decision. Please formulate this Dutch summary very carefully and in line with the other parts of your cSBO project proposal.
* Please note that no other appendices are requested than the abovementioned Appendix A (administrative data) and B (valorisation-related information). Not requested addenda (such as e.g. scientific elaborations, CVs of researchers, etc.) are not used in the evaluation process. The inclusion of such not requested addenda may result in the non-eligibility of the proposal.
* When preparing a cSBO project proposal it is essential to interact early with the interface or transfer service of your institution (i.e. [www.ttoflanders.be](http://www.ttoflanders.be) ).

# Part 1. General Data: Project Sheet and Project Summary

This part contains maximum 3 pages.

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| 1.1Title of the project |
| * Title (short, informative and clear) |
| 1.2 Basic data |
| * Start date *(the earliest possible start date is the first day of the month following the project submission)*: * Project duration *(for ‘sprint’ cSBO projects: maximum 1.5 years; for ‘full’ csBO projects: maximum 4 years)*: * Total requested budget (€) *(for ‘sprint’ cSBO projects: maximum 850 kEUR; for ‘full’ cSBO projects: maximum 3 million EUR)*[[2]](#footnote-3): * Total requested support (€): * Total number of men-months: * The list of participating partners in the consortium and the names of the promoters or project managers (without any further administrative data) |
| 1.3 Summary scientific goals (maximum 1 page) |
| ***General goal***  *Describe in 1 or 2 sentences what the consortium wants to achieve with the proposed project. The general purpose is in essence the innovation to be achieved in terms of product, process and/or service.*    ***Concrete objectives and criteria***  *Indicate explicitly the (interim) results to be achieved, such as specific knowledge, solutions to specific problems or concrete test installations, simulations, software, etc. List by sub-aspect the main quantitative and qualitative benchmarks, criteria, requirements or standards, in order to be able to determine at the end of the project to what extent the expected results have been obtained.* |
| 1.4 Summary potential impact/utilisation (maximum 1 page) |
| *Summarize Part 2 ‘Description of the Intended Valorisation and Knowledge Transfer’ of this project application on a maximum of 1 page, with attention for the most relevant topics out of the list below.*  *Based on the assumption that the envisioned project objectives will be achieved, describe briefly how the results will be exploited:*   * *Describe the path forward towards application/implementation: What follow-up project(s) will need to be undertaken to further mature the research conducted in this cSBO? What should be in the focus of this/these follow-up project(s)? What are the envisioned objectives and outcome of this/these project(s)?* * *Which applications/sectors are envisaged?* * *Contribution to the high-level objectives of the moonshot innovation program (CO2 emission reduction potential, improved process/product life cycle) and to the KPIs of the relevant moonshot research trajectories (MOTs)?* * *What potential impact is expected?* * *How long will it take before the results obtained can be applied by the companies?* * *How will the results be transferred (e.g. by bilateral R&D projects, licensing, etc.)?* * *Willingness of the companies to go ahead with the project results?* * *Describe the IPR strategy.*   *Give an overview of all companies that have agreed to participate in the user committee and to actively cooperate during and after the project (if relevant). Briefly describe their potential role in the valorization chain and their contribution to the project:*  *e.g.:*  *Company X (supplier of raw material, test material);*  *Company Y (product development, parallel R&D project).* |

# Part 2. Description of the Intended Valorisation and Knowledge Transfer

This part contains maximum 25 pages.

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| *The assessment of the valorisation chapter of a cSBO project proposal constitutes an essential aspect during the selection of the project. It is within this assessment aspect that we can estimate the character of the “strategic research investment” with regard to creating potential future economic value for Flanders. This demands an adequately elaborated valorisation chapter with quantitative indications (to the best extent possible), even if the valorisation can only be achieved in the future.*  *The task of the applicants is to conceptualise an optimal valorisation track. The key questions here are: What do I want to valorise? Which companies are candidates for transfer? How do I tackle valorisation?*  *It is essential that you explain your arguments well in your project proposal. In Appendix B, you can add supporting information, such as well-founded expressions of interest and commitments by the companies that will participate in the industrial advisory committee.* |
| 2.1. Fit with the moonshot objectives and support and commitment of the companies |
| *Describe how the project proposal and the expected project results fit with the high-level objectives of the moonshot innovation program (CO2 emission reduction potential and improved process/product life cycle) and its roadmap. Describe the contribution of the expected project results to the KPIs of the relevant moonshot research trajectories (MOTs).*  *In case of ‘full’ cSBO proposal: describe how the project proposal fits with the strategic theme applied within the relevant MOT.[[3]](#footnote-4)*  *Position your project proposal with regard to the other projects of the moonshot innovation program and describe how the interaction with those projects will be addressed. Explain the necessity (importance and urgency) of the project and the project results with regard to the moonshot strategy/objectives.*  *Describe the process of how you came about to realise this project proposal and the attention that you devoted to the valorisation focus of the project proposal. Which preliminary interactions with which companies did you have in preparing your project proposal? Which impact did this have on the further realisation of your project proposal?*  *Describe the support and commitment of the companies and their willingness and readiness to go ahead with the project results.*  *During the execution phase of the cSBO project, are there also R&D interactions and cooperation foreseen with one or more companies from the industrial Advisory Board, and which offer a demonstrable added value for the cSBO project? If so, please document this in Appendix B.* |
| 2.2. Valorisation potential and valorisation objectives of the project |
| *Which current problems or challenges to several companies do you want to tackle? Or/and which economic opportunities might be created by the anticipated scientific breakthrough?*  *Furthermore, indicate how the intended results of the cSBO project will contribute to solving a problem and/or realising the economic opportunities. Formulate the valorisation objectives as concretely as possible and in line with the intended project results.*  *Examine the economic value chains and the scenarios for the further continuation of the valorisation track. How large is the market/relevancy of the intended applications? It is essential here to clarify which companies or industrial sectors comprise the target group for valorisation and why? Don't provide merely a list of companies, but clarify why the project results are important for companies. In this case, distinguish between the potential application domains or add a matrix in which you indicate which companies have an interest in sub-results of the project (for example, as links in a value chain). To what extent (present or future) will companies in Flanders be able to actually use the results of the project? Which R&D post-track is necessary in these companies in order to achieve effective economic valorisation? All the descriptions must be quantified as much as possible.*  *For each WP describe the potential impact on current challenges to several companies or sector and why. Provide list of companies and interest in this project. Consider socio-economic benefits and risks for the innovation.*  ***Project level:*** *Valorisation objectives (linked to each WP)*  *VO1:*  *VO2:*  *VO3:*  *…*   |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | | *Company* | *VO1* | *VO2* | *VO3* | *Main interest in the X project* |  |  | |  |  |  |  |  |  |  | |  |  |  |  |  |  |  | |  |  |  |  |  |  |  | |  |  |  |  |  |  |  |   *Finally, provide an overview of the environmental factors (for example, regulations and policy measures) that could reinforce the economic valorisation potential.* |
| 2.3. Valorisation strategy and valorisation approach of the project |
| *Based on the valorisation potential, you subsequently develop a concrete valorisation strategy and valorisation approach.*  *For ‘sprint’ cSBO proposals, valorisation of the research results can take place in the form of a follow-up ‘full’ cSBO project. For ‘full’ cSBO proposals, valorisation can occur in the form of (a) follow-up project(s) of typology different than cSBO.*  *Therefore, describe the path forward towards application/implementation: What follow-up project(s) will need to be undertaken to further mature the research conducted in this cSBO? What should be in the focus of this/these follow-up project(s)? What are the envisioned objectives and outcome of this/these project(s)?*  *Which activities will you undertake to support the transfer of your research results to industrial practice? This is not only about making a list of the activities, but also explain why you specifically think that these activities will contribute to valorisation. Demonstrating meaningful interactions with the target groups and active efforts by the project consortium toward achieving valorisation is highly important during the assessment.*  *Regarding an anticipated transfer (of knowledge) to existing companies, it is important to indicate which intentions (and possibility agreements) you have about the anticipated interactions with the companies. In sectors and domains where exclusivity of transfer is common and obvious, your vision on the way you will interact with the individual companies is very relevant.*  *Which mutual agreement has been made between the consortium partners to facilitate the efficient operation of the research collaboration and of the further valorisation process[[4]](#footnote-5)?*  *Also elaborate on the potential risk factors (e.g., intellectual property rights (IPR), freedom-to-operate (FTO), legal regulations, availability of research data, or infrastructure, etc.) that might hamper the valorisation opportunities in Flanders. If such risk factors exist, indicate how you will deal with them.* |
| 2.4. Potential scale of the impact on the KPIs of the moonshot research trajectories |
| *Project-based quantitative estimation of impact on KPI’s and CO2 reduction potential*  *1. Current systems/technologies (describe baseline)*   * *What are the existing systems/processes/solutions you want to replace with your innovation? What is the current amount of carbon that is recycled and what are the current emissions for these systems/processes/solutions (i.e. reference case)? This is your baseline scenario.*   *2. Expected impact by changing those systems/technologies*  *Provide evidence to substantiate (if appropriate: quantify) the expected impact. Adequately reference other studies to support the quantitative data.*   * *What is the theory of change of your innovation and how does it lead to (more) carbon circularity and/or CO2 reduction/avoidance as compared to the baseline scenario? What is the potential scale of the impact on the KPIs of the relevant moonshot research trajectories (MOTs) (quantified estimation based on described influencing parameters)?*   *3. Estimation of effects when upscaled*  *Finally, in the project application it is important to clearly describe what the potential scale of the impact on the KPIs of the relevant moonshot research trajectories (MOTs) is (quantified estimation based on described influencing parameters)? Please provide evidence to substantiate (if appropriate: quantify) the expected impact. Please also adequately make reference to other studies.*   * *Which systemic changes can be expected if your innovation is scaled?* |

# Part 3. Scientific Project Description

This part contains maximum 30 pages.

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| 3.1 Rationale |
| *Starting from the intended valorisation objectives of your project, describe the scientific motivation for the project based on scientific shortcomings in knowledge, and the issues and problems that you want to solve with this project. Indicate why the implementation of the strategic basic research is essential.* |
| 3.2. Positioning with regard to scientific state-of-the-art |
| *Describe concisely the situation of the academic and patent-related literature in the domain of the project with mentioning the most important sources. Which background information is available at the start of the project? Position your project with regard to the academic state of information and in comparison to ongoing national and international research. Clarify how your project complements and overlaps with these developments, with specific focus for uniqueness of the proposed research and the differentiating factor with regards to the state-of-the-art and competing technologies.* |
| 3.3. Academic project objectives |
| *Describe as explicitly as possible the scientific project objectives that you wish to reach in this project proposal. What is the essence of the intended scientific progress from which the various concrete goals, criteria, activities and the desired results can be understood?*  *List explicitly the results (or partial results) that will have to be achieved, such as specific knowledge, the solution to particular problems and the academic breakthroughs. Per sub-aspect, mention the major quantitative (preferably) and qualitative target values, criteria, requirements and norms that at the end of the project could determine to what extent the anticipated results were reached.* |

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| 3.4. Research approach and work plan |
| *Describe how the research project will be tackled and justify why this approach was selected and why any specific strategic choices were made. The approach has to clarify how the scientific objectives will be reached, taking into account the proposed (sub)objectives and criteria, and the capabilities of the partners.*  *From the perspective of this general approach, describe the set-up and cohesion of the work packages and the milestones. Also state how interim decision points and general project risks are taken into account. Describe in the work plan: WHAT (divided into work packages), WHY and HOW (research approach, work method), WHEN (planning) and WHO (division of tasks, synergy and complementarity). Add a Gantt graph for clarification.*  *Indicate how the coordination and monitoring of the project will be organised and how the cooperation among the various partners will be structured. If applicable, also describe the role of the cluster organization(s) involved with regard to the project and how the project is monitored/implemented after the possible end of the support to the cluster organization. Finally provide an overview of the deployed man-months per year. Use the table below.* |

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| |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | | **Overview table of the deployed man-months** | | | | | | | | **Work Plan** | **Partner** | **1st year** | **2nd year** | **3rd year**[[5]](#footnote-6) | **4th year**5 | **TOTAL** | | **1** | **Partner 1** |  |  |  |  |  | |  | **Partner 2** |  |  |  |  |  | |  | **…** |  |  |  |  |  | | **2** |  |  |  |  |  |  | |  |  |  |  |  |  |  | |  |  |  |  |  |  |  | | **…** |  |  |  |  |  |  | |  |  |  |  |  |  |  | |  |  |  |  |  |  |  | | **TOTAL** |  |  |  |  |  |  | |
| 3.5. Project budget and requested support |
| *For the design of the budget and the clarification of the acceptable costs, reference is made to VLAIO’s cost model and the available Excel template. The use of the available Excel file template for the project budget is mandatory. The template can be downloaded at:*   * [*https://www.vlaio.be/nl/andere-doelgroepen/projecten-voor-speerpuntclusters/aanvraagprocedure*](https://www.vlaio.be/nl/andere-doelgroepen/projecten-voor-speerpuntclusters/aanvraagprocedure) *→ Document “Aanvaardbare kosten in innovatiesteun-projecten”;* * [*https://www.vlaio.be/nl/andere-doelgroepen/projecten-voor-speerpuntclusters/aanvraagprocedure*](https://www.vlaio.be/nl/andere-doelgroepen/projecten-voor-speerpuntclusters/aanvraagprocedure) *→ Template “projectbegroting o&o-project”*   *Only the global overview is copied to this section 3.5 of the application template and integrated into the PDF file for the experts.* |

# Part 4. Expertise and Track Record of the Consortium

## Fill in this part per participating research team. This part is maximum 5 pages × N in which N = number of participating research teams.

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| 4.1. Scientific expertise and track record |
| *Per project partner, indicate the scientific expertise and the resources (personnel, infrastructure, access to information/Intellectual Property Rights (IPR), etc.) of each partner, which will contribute effectively to the implementation of the cSBO project. Justify your choice for including this partner in the consortium and indicate the expected synergy (or synergies) with the other consortium partners.*  *Demonstrate the scientific expertise that is the most relevant for the central problem-definition of the cSBO project based on the five most important publications. Discuss the preceding, the current and the planned research projects that connect specifically to the cSBO project proposal at hand with indication of the financing mechanism (Flemish, federal, European Union support, bilateral contract with a company, etc.). Provide a concise interpretation of the crucial academic successes or breakthroughs that these previous projects achieved. Also add an overview of the relationship and the complementary aspect between the cSBO project application and these related research activities.*  *Also discuss your management experience with conducting multi-partner research projects (useful management experience does not necessarily come from the specific subject of the cSBO project).* |
| 4.2. Valorisation expertise and track record |
| *Show which competences and experiences each project partner in the consortium has in the area of transferring research results. Describe the relevant experience and track record with regard to valorisation activities and/or valorisation successes at the level of the researchers and research teams who are involved in the cSBO project (thus, not on the higher levels of the institute or the department). The useful experience does not necessarily come from within the subject of the cSBO project. When describing the experiences, relevant issues are: What is the track record of the project partners in the area of valorisation? To what extent in the past has the project partner participated in industrial R&D projects of companies or of other forms of industrial services? Has the consortium partner contributed in the past to establishing new spin-offs? Are there patents that have already led to transfer? Are there data available about the economic impact of the transfer on the companies to which the transfer was made? Which valorisation performances did the project partner achieve with the previous and current (c)SBO projects? Have previous and current (c)SBO projects already led to subsequent R&D activities and further industrial developments in companies?* |

# Appendix A. Administrative Data and Project Summary in Dutch

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| A.1. Project coordinator |
| * Applying research organisation (legal entity, such as a university or strategic research centre) * Name of the research team * Department or unit to which the research team belongs * Last name, first name, title and function of the project coordinator (promoter, supervisor, principal investigator) and perhaps also the operational project leader (i.e. the person who will undertake the daily management of the project) * Other contact persons * Addresses * Telephone and fax numbers, e-mail address, Internet website |
| A.2. Project partners |
| *Together with the project coordinator, these constitute the research consortium.*  *For each project partner:*   * Applying research organisation (legal entity, for example, a university or a strategic research centre) * Name of the research team * Department or unit to which the research team belongs * Last name, first name, title and function of the project partner * Other contact persons * Addresses * Telephone and fax numbers, e-mail address, Internet website |
| A.3. Subcontractors (if applicable) |
| * Applying research organisation or company * Last name, first name, title and function of the subcontractor * Other contact persons * Addresses * Telephone and fax numbers, e-mail address, Internet website * VAT number (in case of a company) |
| A.4. Project summary **in Dutch** |
| *The content of this text is completely identical to the English text in paragraph 1.3 and 1.4 of Part 1 (in total maximum 2 pages)*  *The substantive project summary in Dutch contains the following two parts, each with a maximum of 1 page per part:*   * *a brief summary of the scientific objectives of the project;* * *a brief summary of the possible impact of the project.* |
| A.5. Public summary **in Dutch** |
| *Additionally, provide a separate short public summary in Dutch in max. 500 words.* |

# Appendix B. Additional substantiation of Part 2 (the valorisation chapter) of the cSBO proposal

This Appendix contains :

- As part of the project proposal a **term sheet** is required between the partners of the consortium with minimally the mutual agreement concerning the budget and the personnel allocation, the management and the allocation of the IPR, and the vision and approach on the valorisation. This term sheet is prepared in close interaction with the TTO services and duly **signed by a legal representative** of the participating institutions. This document (indicative size 1 A4 p.) is required ultimately before the evaluation by the external experts will take place.

- For a proposal with anticipated transfer to existing companies : The well-motivated letters of intent of companies with a commitment to engage themselves in the industrial advisory committee.

* It is essential that these statements are well motivated and definitely not limited to general non-committal expressions of interest. Invite the companies to clarify the valorisation opportunities of successful cSBO-project results in a clear and explicit manner. Let them reflect and elaborate on the anticipated follow-up R&D activities and on concepts for future business cases.
* The letter of intent to participate in the industrial advisory committee need to be signed by a legal representative of the company. This enhances the company internal communication processes and the support base for the commitment in the industrial advisory committee.
* For projects with an anticipated transfer to existing companies: In their letter of intent companies of the industrial advisory committee have to include (at least) their **commitment** to substantive input and a time investment to participate in bilateral consultations with the project executors and/or meetings of the advisory committee. A financial contribution is not a prerequisite, but will be positively assessed during the evaluation of the project proposal[[6]](#footnote-7).

- If applicable : The documentation of existing R&D collaborations with a company (or some companies) of the industrial advisory committee.

- Available additional valorisation-related information such as the result of a freedom-to-operate analysis.

- A list of Background IP, which is needed to exploit the Foreground developed in the moonshot cSBO project.

**- Optional: short list of maximal 5 experts to be avoided.**

To reduce any possible conflict of interest because of (especially industrial) competition and to allow for an impartial and balanced evaluation, applicants may submit **a short list of a maximum of 5 experts to be avoided**. This holds especially for industrial experts or possibly also experts from universities and research organizations insofar they have a significant affiliation with a competitive company or spin-off development. This must be done at the moment of the initial project application. The short list must be specific, i.e. based on the name of the expert or at least of his or her specific research group or department. It is not possible to exclude experts at the higher level of the research organization or university, or to object to experts which are active in a particular domain.



1. For an SBO consortium with four participating research teams, this chapter may include maximum 20 pages. [↑](#footnote-ref-2)
2. The project duration and total requested budget must be in accordance with the approved 2-pager. [↑](#footnote-ref-3)
3. The strategic themes can be found on the moonshot website <https://moonshotflanders.be/csbo-projects/> [↑](#footnote-ref-4)
4. From now on as part of the project proposal in **Appendix B**, a **term sheet** is also required between the partners of the consortium with minimally the mutual agreement concerning the budget and the personnel allocation, the management and the allocation of the IPR, and the vision and approach on the valorisation. This term sheet is prepared in close interaction with the TTO services and duly **signed by a legal representative** of the participating institutions. This document (indicative size 1 A4 p.) is required ultimately by the deadline for additional information in the second selection round as specified in the cSBO call document. [↑](#footnote-ref-5)
5. Applicable in case of ‘full’ cSBO project, not applicable in case of ‘sprint’ cSBO project. [↑](#footnote-ref-6)
6. In any case, research organisations have the full ownership of their results and the requirements for transfer according to market conditions remain in full effect. When transferring the results to a company at a later stage, the financial input provided (if applicable) may be deduced. [↑](#footnote-ref-7)