



Phabulo μ s

H2020-ICT-2018-20/H2020-ICT-2019-2

Pilot-line providing highly advanced & robust manufacturing technology for optical free-form μ -structures

PHABULO μ S

Starting date of the project: 01/01/2020
Duration: 48 months

= Application Guidelines =

PHABULOuS is a pilot line providing highly advanced and robust manufacturing technology for optical free-form micro-structures under Horizon 2020. These guidelines contain basic information needed to guide you in preparing your proposal for submission to the PHABULOuS Open Call. They provide guidance on how to structure your application and provide the criteria on which it will be evaluated.

Please provide your submission in English. Proposals submitted in any other language will not be evaluated! Please register in the software at <https://apply.phabulous.eu/> answer the questions, download the Application Form, fill all sections of the Application Form, save it as a pdf document, and submit it through the PHABULOuS system within deadline. It is possible to re-submit the proposal, as well as re-doing submission that is already in the system before the cut-off date. However, once the deadline is over, you will not be able to make any modification of the submitted proposal.

The reference font for the body text of the proposal is Times New Roman (Windows platforms). The minimum font size allowed is 11 points. Standard character spacing and a minimum of single line spacing has to be used. The page size is A4, and all margins (top, bottom, left and right) should be at least 20 mm. In addition, figures, schemes and photos are encouraged to be provided to make the aim of the proposal clearer, while also taking into account the final length (**max. 10 pages**).

In order to be eligible for this Call, your institution has to be established in one of the eligible countries listed in the [attached document](#).

By submitting a proposal to the PHABULOuS platform you declare that to your knowledge there are no conflicts of interest which might affect the objectivity of your proposal's evaluation.

1. Registration

Name of institution:

Company Registration Number (if applicable):

Date of Registration:

Size (Number of employees):

Annual turnover (in millions of €):

Type of organization:

- *SME (Small and medium-sized enterprises)*
- *LAR (Large enterprises)*
- *REC (Research organisations)*
- *HES (Higher or secondary education)*
- *PUB (Public body, excluding research and education)*
- *OTH (Other)*

Registered Company Address

Street:

Post code:

City:

Country of registration:

Applicant Contact Details

First name:

Last name:

Position in Company:

Email Address:

Telephone Number:



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Password (If you leave the field blank, the password will not change):

Password confirmed:

2. Proposal

Proposal full name:

Proposal Acronym:

Summary (do not disclose any Intellectual Property Rights):

Please provide a concise summary of the content and objectives of your proposed pilot case, and the resulting Product Demonstrator / series of demonstrators including what is innovative about it. Please only include relevant information (2000 characters): Product Demonstrator you would like to develop and integrate in it/implement; definition of the business need, technological challenge and market opportunity; the potential benefits to your business short and long term.

Is this the first time that you submit your proposal? 1st Submission / Re-submission

Which PHABULOuS services do you expect to use in order to execute your Pilot case?

*Please select a minimum of 2 technical and 1 business service. Please note that this is just a preliminary indication and the final composition of services used will be dependent on subsequent negotiation of a **Joint Service Plan (JSP)** in case your proposal is successful. Please refer to the [PHABULOUS Handbook](#) for further information about the services listed.*

Have you read and understood the Application guidelines and do you conform to the eligibility criteria described therein? YES/NO

Have you read and understood the Service Delivery Agreement template? YES/NO

The SDA will be the primary legal contract between the beneficiary and PHABULOuS. Please note that the published SDA is a preliminary version which might still undergo minor changes before the first cut-off date.

Industrial sector your Pilot case refers to?

Please list all relevant ones.

How did you learn about PHABULOuS? *E.g. from one of the project partners, from its webpage, from social media, at a conference etc.*

3. Evaluation criteria

The application will be evaluated following three main criteria as described below. Experts score each award criterion on a scale from 0 to 5 (half point scores may be given):

- 0 – Application fails to address the criterion or cannot be assessed due to missing or incomplete information.*
- 1 – Poor. The criterion is inadequately addressed or there are serious inherent weaknesses.*
- 2 – Fair. The application broadly addresses the criterion, but there are significant weaknesses.*
- 3 – Good. The application addresses the criterion well, but a number of shortcomings are present.*
- 4 – Very good. The application addresses the criterion very well, but a small number of shortcomings are present.*
- 5 – Excellent. The application successfully addresses all relevant aspects of the criterion. Any shortcomings are minor.*



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The threshold for individual criteria is 3 (out of 5) and the overall threshold is 10 (out of 15). In order to be considered for support, the application must score above both individual and overall thresholds.

Evaluation panel works with the average score of 3 evaluations but can change scoring in case of significant differences between individual evaluations. **Please note that apart from the evaluation of each proposal individually, there will also be a portfolio assessment made by the Evaluation panel. This assessment will consider the balance in usage of different services offered by PHABULOUS and the capacities of its pilot lines, which may alter the final ranking of the applications.** The purpose of the Open Call is to test the functioning of the PHABULOUS services, therefore a combination of Pilot cases that suit this purpose best will be selected.

Excellence: technical and business challenges

- **Challenges to be overcome:** *Provide a description of the problem to overcome (including some quantifications). Please describe the business need for your proposed solution and the associated market including some quantification (market size, growth strategy, potential access to investors, etc.).*
- **Description of the proposed solution:** *Provide a detailed description of the final prototype part/demonstrator to be developed in collaboration with the PHABULOUS (including a description of the functionalities, size, etc.). Explain how it will solve the challenges described above.*
- **Description of current State-of-the-art:** *Describe how your final prototype part/demonstrator goes beyond the state of the art. Do you have background knowledge including Intellectual Property Rights related to this final prototype part/demonstrator? Have you validated the Freedom-To-Operate (i.e. there is no external IP that would limit the scope of the Pilot case)?*
- **Alignment with the services provided by PHABULOUS:** *How do the PHABULOUS services help you solve the challenge described?*
- **Regulation, standardization and certification issues:** *Will the final prototype part/demonstrator be subjected to any policies and/or regulatory requirements? Do you expect the need for standardization or certification?*

Impact

- **Market opportunity:** *Please describe how your innovation provides a competitive advantage with respect to competitors. Can it be sustained (e.g. through protecting technology)?*
- **Go-to-market strategy:** *Please provide a detailed description of how the target market(s) will be penetrated including the necessary tools, resources and timeframe. Are channels to reach the market(s) identified?*
- **Key exploitable results:** *What are the expected impacts (in particular, in terms of Return On Investment and economic value creation)?*
- **Other expected impacts:** *Please provide a detailed description of any societal, environmental and economic impacts outside your company/organisation itself that can be expected.*

Implementation

- **Work plan description:** *Please provide a detailed description of the proposed work plan (key inputs, deliverables and time schedule).*



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- **Resources to be committed:** *Please provide a detailed description of the internal resources you will allocate to the project (including the number of hours and a description of the associated skills and prior experience). Will cooperation with other links in the supply chain be required?*
- **TRL level:** *Please describe the TRL positioning of your proposed solution and the change from current state (e.g. from a laboratory verified component – TRL4 – to demonstration in relevant environment – TRL6).*
- **Risk management:** *Please provide a detailed description of the technological, business and managerial risks together with a mitigation strategy.*

