**APPLICATION**

**FOR FUNDING FOR R&D PROJECT**

**VICTORIA-ISRAEL TECHNOLOGY (VISTECH) PROGRAM**

**COVER PAGE**

|  |  |
| --- | --- |
| **Submission Date** |  |

|  |
| --- |
| **Applicant Contact Information** |

|  |  |
| --- | --- |
| **Company Name** |  |

|  |  |
| --- | --- |
| **Street Address** |  |
| **City** |  |
| **State / Postcode** |  |

|  |  |  |  |
| --- | --- | --- | --- |
| **Last Name of Contact** |  | **First Name of Contact** |  |

|  |  |  |  |
| --- | --- | --- | --- |
| **Telephone (Office)** |  | **Telephone (Mobile)** |  |

|  |  |
| --- | --- |
| **Email** |  |

**Project Title**

(Do not exceed 60 characters)

|  |  |  |  |
| --- | --- | --- | --- |
| **Project Start Date** |  | **Project End Date** |  |

|  |  |
| --- | --- |
| **Total Budget Requested** | $ |

|  |
| --- |
| **Israel Company** |

|  |  |
| --- | --- |
| **Company Name** |  |
| **Company Registration No.** |  |

|  |  |
| --- | --- |
| **Authorised Signatory** |  |
| **Title / Position** |  |

|  |
| --- |
| 1. **Project Summary** |

**1.1 Project Title**

(Do not exceed 60 characters)

* 1. **Description of the Project (Up to 15 lines)**

Briefly describe the product, the technology, the technological innovation, the functional innovation, the essence of the development, what patents will be issued, and expected outcome by the end date of the project.

* 1. **Market & Commercial Potential (Up to 15 lines)**

General description of the market, market size and growth rate, estimated price per unit, estimated cost per unit, the competitor’s price per unit, the business model, sales forecast.

* 1. **General Description of Cooperation (Up to 15 lines)**

Describe the general synergies, advantages, complementarities, etc. in terms of the cooperation between the partners.

* 1. **Requested Funding**

|  |  |  |  |
| --- | --- | --- | --- |
| **Company Name** | **Total Funding Required for the Project** | **Total Funding sought from Victorian Govt.** | **Duration**  **(Months)** |
|  |  |  |  |

|  |
| --- |
| 1. **Detailed Budget Request\*** |

\*Budget excel spreadsheet (**Attachment A)** to be completed and submitted as an attachment to this Application.

|  |
| --- |
| 1. **Company R&D Background** |

**3.1 Previous Experience**

Record of performance in similar/related undertakings.

**3.2 Previous Funding**

Description of previous or current projects for which the company received funding from the Victorian Government or the Federal Government of Australia. Indicate the program scope, program duration, and outcomes in commercial terms.

**3.3 R&D Infrastructure**

Description of relevant facilities, equipment, infrastructure, etc., which are expected to be utilized during the project and during project commercialisation.

**3.4 Company R&D Capabilities**

Describe the relevant R&D capabilities of the company and its R&D Team (example – experience in similar R&D projects, relevant personnel and human resources). Are there any gaps in the capabilities needed? If so, how do the companies plan to bridge these gaps (subcontractors, hiring other staff, etc).

|  |
| --- |
| 1. **The Product & Technology** |

**4.1 Technological Description of the Product**

Provide a description of the technological aspects of the product to be developed within the framework of the project, as well as the corresponding R&D Development plan. Describe the functions, applications and performance/operation of the product. Use visual diagrams/images if necessary.

**4.2 Product Characteristics**

What is the shelf-life of the product? Is it a general-use or tailor-made product? What is the length of usage? Is this a stand-alone product or does it integrate with other systems/products? If so, how?

**4.3 What is the current state-of-the-art and limitations of current technologies?**

How are things done today and how does your product differ from what is already available?

**4.4 Innovation of the Product**

What is the uniqueness and innovation of the developed product? How will the companies be capable of reaching the goal of creating a highly innovative product? This should be answered in reference both to the current activities and products of the companies as well as compared to technology available worldwide. What are the technological barriers for competitors to develop the same product – how easy would it be for them to do the same (what is your advantage, uniqueness, in this sense)?

**4.5 Restrictions & Standards**

Are there any restrictions or standards that this product/process needs to meet (environmental standards, restrictions) in either the partner countries or in countries where you intend to develop it? If so, what steps will you take to ensure the product/process meets these standards?

**4.6 Proof of Concept**

Is there any proof of concept for this product? Is there theoretical or empirical evidence that the challenges in the development of the product can be overcome?

**4.7 IP Arrangements**

If the product is subject to IP, please attach the IP Agreement between the Applicant and the Israel company to this Application – **Attachment B**

|  |
| --- |
| 1. **Proposed R&D Program – Milestone Schedule** |

Describe the main milestones/tasks of the work plan for the development of this product over the full duration of the project by 3-monthly (quarterly) periods by completing the Milestone Schedule – **Attachment C** and annex to the Application.

For each milestone, define clear deliverables/activities needed in order to achieve the milestone. Do not describe the work in generic terms or in terms of general methodology (“design”, “planning”, “PR”, etc.). Deliverables should be clearly defined.

|  |
| --- |
| 1. **Marketing Plan** |

**6.1 Market Opportunities**

What is the market need? For each product being developed within the framework of the project, describe the market opportunities in Australia and overseas. Define the target markets, potential customers, segmentation of the market on a geographical basis and the market dynamics.

**6.2 Market Size**

Describe the size of the market in the world today, in terms of units and dollars. What is the potential for this product in the local market? In the global market? (Volume and total value ($) of the product market as of today and potentially; growth rate of the product-market and expected growth rate of the demand for the product). What events could significantly alter this projection? Please indicate the sources used.

**6.3 Competition**

Compare your product to that of competitors.

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Vendor Name** | **Name of Product** | **Price per Unit** | **Percentage of Global Market** | **Capabilities: strengths & weaknesses** |
|  |  |  |  |  |
|  |  |  |  |  |
|  |  |  |  |  |

**6.4 Marketing Barriers**

Describe the potential barriers to marketing – such as standards, regulations, permissions and registration requirements, and how the companies intend to deal with these restrictions/barriers.

**6.5 Marketing Plan**

How will you market this product? What are the marketing channels? Distribution companies? Offices abroad? Daughter companies? What type of cooperation agreements – existing or potential – do you have for marketing through these channels? What is the marketing budget needed for these activities? What are the resources (including staff) you have dedicated to this task?

|  |
| --- |
| 1. **Commercialisation / Implementation Plan** |

**7.1 What is the commercialisation pathway for this product/process?**

Describe the commercialisation methodology proposed to implement this product in the market, e.g. licensing, self-manufacture.

|  |
| --- |
| 1. **Cooperation between Participants** |

**8.1 Risk Sharing**

Summarise the projected mode and extent of cooperative activity between the Victorian and Israeli partners in terms of risk-sharing by both companies during the product development stage and during commercialisation. What extent will the companies share in the financial exposure of the product development and introduction to the marketplace?

**8.2 Benefits to Countries**

What are the benefits to Victoria and Israel in the form of new export markets, new employment opportunities, new capital formation, productivity improvements, etc.?

**8.3 What are the responsibilities of the project for both sides?**

**8.4 Where will the product be produced and manufactured and why?**

|  |
| --- |
| 1. **Summary – Risks & Opportunities** |

**9.1 Summary Statement**

Analyse the risks and opportunities presented by the product in terms of technology and market aspects.

|  |
| --- |
| 1. **Attachment Checklist** |

Attachment A – Budget

Attachment B - Executed IP Agreement with Israeli Partner

Attachment C – Project Plan / Milestone Schedule

Attachment D – Bilateral Cooperation Agreement with Israeli Partner

Attachment E – Financial Statements for the last three (3) years.