



Innosuisse Projects – Application Checklist

This document is a non-exhaustive list of the requirements for an Innosuisse project application. Please refer also to the descriptions of the individual chapters when lodging your application on the [Innosuisse application platform](#)

- **Your innovative solution:**
 - Describe the innovative aspects of your solution.
 - Explain clearly to what extent the state of the art could be improved upon by the work in the project.
 - Why is the proposed solution innovative and not just an implementation of best practices?

- **The added value of your innovation project:**
 - Please describe your business model and the target value chain position.
 - Which customer issues, pain points or social challenges do you propose to solve?
 - The need for the solution presented must be demonstrated and quantified, e.g., through a market interest validation / needs validation, such as a letter of intent (LOI) or similar.
 - How do you differentiate yourself from other market players (USP: Unique Selling Proposition)?
 - What is the current size of the market and the realistically addressable market size in the coming five years? What is your annual market growth rate?
 - Provide an analysis of existing solutions and competitors and how your proposal compares to them.
 - What is your competitive advantage (valuable intellectual property, knowhow, speed to market, etc.)?
 - Provide planned revenue and profitability development over the next years, e.g., net present value (NPV) scenarios with and without funding from Innosuisse.
 - What is your commercialisation / go to market strategy?
 - Can you provide a proof of early market traction?
 - For projects with social value creation, provide a description of the financial sustainability of your social enterprise.
 - Provide detailed information on the expected quantitative/qualitative outcomes and on the beneficiaries. Explain how you are going to measure/trace the impact.

- The **project set-up** of your innovation project:
 - Please describe the skills and the capabilities you have that make a difference for the success of the case.
 - Who in the team has the expertise to implement this innovation as a robust product?
 - Describe the deliverables in a comprehensive and detailed manner, e.g., avoid general terms.
 - Provide a detailed and concrete project plan with measurable deliverables and milestones in order to measure success and impact, based upon clear criteria.
 - Proposed milestones should allow for meaningful project review e.g., milestones should reasonably be spread over the project duration and not be towards the end of the project only.
 - Split the work into manageable work packages, i.e., do not have work packages spanning the duration of the project (except for Project Management or if absolutely necessary for the project).

- What do you need to consider if your application contains **ICT elements** (valid for all subgroups)?
 - Artificial Intelligence: Have you described the ontology?
 - If the solution involves an ontology how is this kept up to date?
 - Artificial Intelligence: Have you described the market acceptance?
 - Is this Artificial Intelligence (AI) enabling a new product or is it optimising an existing product?
 - If it's a new product, then why will there be a pull from the market for this? Or why will it be viable to push this into the market?
 - Will customers accept an AI solution that (by definition) is not 100% accurate, but is more optimised than non-AI algorithms?
 - Data: Provide detailed information about data sources and sourcing, how data is collected and methods of data analysis. Provide information about the ownership and property rights for the data you use.
 - Data / training data: Have you described the issues around training data?
 - What is training data?
 - How much is needed? And do you have access to it?
 - How will it be annotated?
 - How will the model evolve over time (will it get more accurate, is there a positive feedback loop?)
 - Describe in detail: the source, quality (completeness, consistency, accuracy, false positive & false negative (examples, expected percentages and how does the user deal with these cases)) and legality of training data.
 - What barriers to entry are preventing your competitors from doing the same or copying your approach?
 - Data, general / Have you described extreme or low probability events?
 - Is the system vulnerable to "black-swan" events (e.g., data could change suddenly and an edge case is now normal behavior)?
 - How do you propose to handle this?
 - For example, if the system is trained on historical data, explain why this will be valid (and give useful results) going forward.

- Data metrics: Have you given enough information about the data metrics?
 - Do you have appropriate evaluation metrics (accuracy, precision, recall, F1 score, etc.)?
- Machine learning: Have you described the algorithm?
 - Please describe and justify the machine learning algorithm (model).
 - Do you have assumptions about the performance?
- What do you need to consider if your application contains **social innovation elements** (valid for all subgroups)?
 - Explain how the new practice / service / product you offer will be monetised or demonstrate in detail how you will make your social enterprise sustainable, without relying on donation, sponsorship or governmental subsidies.