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| **Technology Based Opportunity** |

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| **The Developer** |

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| **Organisation** |  | | |
| **Unit** |  | | |
| **Type** | Research Institute / Research Organisation  University  Other: Company | **Size (employees)** | < 10  10-49  50-249  250-500  >500 |

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| **Person responsible** |  |
| **Position** |  |
| **Address** |  |
| **Telephone** |  |
| **Fax** |  |
| **e-mail** |  |
| **Web site** |  |

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| **The Technology** |

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| **Title** |
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| **Description** |
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| **Markets addressed** |
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| **Stage of development** |
| Development phase  Laboratory Prototype  Field Prototype  Small scale in-house production  Product Launched but not Applied to other Markets  Comments: |

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| **Intellectual Property status** |
| Patent(s) applied for but not yet granted  Patent(s) granted  Copyright  Exclusive rights  Secret know-how  Comments: |

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| **The Partnership** |

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| **Type of partnership sought** |
| Licensing  Co-development  Technical testing & evaluation  Financing  Spin-off creation  Other (please describe): Commercial agreements |

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| **Type of partner sought (Company, RTO, University, End user, Investor...)** |
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| **Field of activity of partner sought** |
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| **Role of the Developer in the partnership (describe in details)** |
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| **Role of the Recipient in the partnership (describe in details)** |
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| **Regions of interest** |
| Inside the EU  Specify countries:  Outside the EU  Specify countries: |

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| **Regions of commercial representation** |
| Inside the EU  Specify countries:  Outside the EU  Specify countries: |
| **Additional information** |

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| **Commercialisation / exploitation activities undertaken already** |
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| **Major problems faced and most common obstacles** |
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| **Areas of intervention by the MARE partners** |
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**General comments: When filling the above mentioned form, please provide the researcher with the following guidelines:**

**“ The description shall include;**

**• What your technology is**

**• What problem it solves**

**• The severity, pain and/or cost of the problem it solves**

**• Unique capabilities and features**

**• Benefits of these capabilities and features**

**• Advantages these capabilities and features have over solutions being used today (and solutions underdevelopment if these are generally known by those in the industry)**

**• Validation that your technology does what you say it does.**

**• Development stage it is in**

**• Special requirements needed to implement or benefit from your technology**

**Key elements of the Technology Description:**

**Abstract: Clear, concise description of what your technology is. Wording should be so a person not familiarwith this technology area will understand it, while an expert will appreciate it. State its primary uniquecapabilities, especially those that distinguish it from competing or alternate solutions.**

**Key features and their benefits: Need to be relevant, objective (quantitative whenever possible), credible,impactful and compelling. Each feature and benefit must be relevant to the intended user. Since your audiencewill be comparing your product with the competition, highlight the features that set your product apart fromits top tier competitors. Upon reading your features and benefits, a prospect should believe that yourinnovation will either increase their revenue or decrease their costs.**

**Competitive Advantages: List specific advantages of your technology versus its primary competitors orcompeting solutions. These advantages should be objective and whenever possible, measurable. Don’texaggerate – if the prospect were to say “prove it”, you better be able to demonstrate your technology doeswhat you say it does, AND your competitor cannot demonstrate results that exceed what you claim THEY arecapable of. To add credibility, consider including advantages competing solutions have over yours. Doing socauses readers to place more authority in your claims.**

**Validation: Provide evidence that your technology does what you say it does. Independent 3rd party validationby a recognized industry testing or certification organization is best, although an organization utilizingaccepted industry testing regimen and standards is acceptable.**

**Requirements: Specialized equipment or resources required for your product to work as designed.**

**Visual Element: Use a visual element if it enhances the description – if not, leave it off. Include photos ofproduct components and how they integrate with their intended environment, but only if it enhancesunderstanding and appreciation of your innovation and does not give away your IP. Directly under each photoor diagram, succinctly state what it is.“**

