**Instructions:** Karnataka-based companies applying for funding under the KIRD program, who have already submitted a Bilateral Cooperation Form (Phase I) and received Phase I approval, should fill out this this Phase II application form and **Budget Excel** and submit it to the Karnataka Management Team ([kird@kscst.iisc.ernet.in](mailto:kird@kscst.iisc.ernet.in)). Israeli applicants have separate application and instructions.

Please note that your bilateral cooperation form served as an Executive Summary of the Project. The purpose of this application is provide more detail required for evaluation purposes.

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| **Summary** | | | | | | | | | | | |
| **Indian Applicant:** |  | | | | | | | | | | |
| Company Name: |  | |  | | | | |  | | | |
|  |  | |  | | | | |  | | | |
| Last name of applicant |  | | First name of applicant | | | | |  | | | |
|  |  | |  | | | | | | | | |
| Telephone (Office) |  | | Telephone (Mobile) | | | | |  | | | |
|  |  | | | | | | | | | | |
| Email |  | | Fax | | | | |  | | | |
|  |  | |  | | | | | | | | |
| **Israeli Partner:** |  | |  | | | | | | | | |
| Company Name: |  | |  | | | | |  | | | |
|  |  | |  | | | | |  | | | |
| Last name of applicant |  | | First name of applicant | | | | |  | | | |
|  |  | |  | | | | | | | | |
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| **Project Title** | *(Do not exceed 60 characters)* | | | | | | | | | | |
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| **Project Funding & Budget Summary** | | | | | | | | | | |  |
| **TOTAL Project Budget\***  *\*Totals should be extracted from the* ***Budget Excel*** | | | | | | | | | | | |
| **Funding Source** | | **Role of Partner (%)** | | **Year 1** | | **Year 2** | | | **Year 3** | | **Total** |
| **Indian Sources (INR/Lakhs & USD)** | |  | |  |  |  |  | |  |  | **$** |
| **Israeli Sources (Nis & USD)** | |  | |  |  |  |  | |  |  | **$** |
| **Total Project Budget (Both Sides – USD)** | | 100% | |  | |  | | |  | | **$** |

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| **Project Start Date:** |  | **End Date:** |  |

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| **A. The Innovation (The Product & Technology)** | | |
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| **A.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. | |
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| **A.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? | |
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| **A.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? | |
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| **A.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?) | |
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| **A.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 relevant, what steps will you take to ensure the product/process meets these standards? | |
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| **A.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? | |
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| **B. The Proposed R&D Program** | | |
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| **B.1 Analysis of the Problem**  Please describe the basis for the proposed R&D program by identifying specific problem areas which this project aims to solve (eg: How to make an existing product more efficient, cost-effective, etc. How to streamline a process or decrease its environmental footprint, how to integrate a product for a local market, etc.) | |
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| **B.2 Proposed Approach** Describe the general approach being followed for the R&D project, including the achievements that will make it possible to realize the program’s objectives. What are the technical and economic constraints being faced? Discuss also alternate approaches to resolving problems as the basis for selecting the preferred solution. | |
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| **C. The Program Plan** | | | | | | | | | | | | |
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| **C.1. Work Plan for the First Year\***  Describe the main tasks of the work plan for the development of this product for the first year (for both partners). For each task, define clear milestones and deliverables needed in order to achieve the tasks. Do not describe the work in generic terms or in terms of general methodology (“design”, “planning”, “PR”, etc.). Deliverables should be clearly defined and include how much time and resources are needed to complete them. | | | | | | | | | | | |
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|  | **Phase 1 – Technology Research & Development** | | | | | | | | | | |
|  | **#** | | **Title of Task** | | | | | | | | |
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|  | **Responsible Partner** | | | | **Start Date** | | **End Date** | | **Work Hours** | | |
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|  | **Description of Task** | | | | | | | | | | |
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|  | **Expected Milestones** | | | | | | | | | | |
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|  | **Description of Deliverables** | | | | | | | | | | |
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|  | | **Responsible Partner** | | | | **Start Date** | | **End Date** | | **Work Hours** | |
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|  | | **Expected Milestones** | | | | | | | | | |
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|  | | **Description of Deliverables** | | | | | | | | | |
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|  | | **Phase 2 – Technology Integration & Validation** | | | | | | | | | | |
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|  | | **Responsible Partner** | | | | **Start Date** | | **End Date** | | **Work Hours** | | |
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|  | | **Description of Task** | | | | | | | | | | |
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|  | | **Expected Milestones** | | | | | | | | | | |
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|  | | **Description of Deliverables** | | | | | | | | | | |
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|  | **Phase 3 – Trials/Pilot Test Runds/Demonstration/Prototype/Pre-Commercialization (as applicable to your project)** | | | | |
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|  | **Phase 4 – Commercialization** | | | | | |
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|  | | **Responsible Partner** | | **Start Date** | **End Date** | **Work Hours** |
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|  | | **Description of Task** | | | | |
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|  | | **Expected Milestones** | | | | |
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|  | | **Description of Deliverables** | | | | |
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|  | **Responsible Partner** | | **Start Date** | **End Date** | **Work Hours** |
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|  | **Description of Task** | | | | |
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|  | **Expected Milestones** | | | | |
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|  | **Description of Deliverables** | | | | |
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\*You may include additional phases and additional tasks or edit the above as needed (just copy/paste the tables above).

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| **D. The Market** | | | | | | |
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| **D.1. Market Opportunities** What is the market need? For each product being developed within the framework of the project, describe the market opportunities in the home country and abroad. Define the target markets, potential customers, segmentation of the market on a geographical basis and the market dynamics. | | | | | |
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| **D.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 ($) of the product market as of today and potentially; growth rate of the product-market and expected growth rate of the demand for the product]. What events could significantly alter this projection? Please indicate the sources used. | | | | | |
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| **D.3 Competition**  Compare your product to that of competitors | | | | | |
|  | **Vendor Name** | **Name of Product** | **Price per unit** | **Percentage of Global Market** | **Capabilities: Strengths & Weaknesses** |
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| **D.4 Marketing Barriers**  Describe the potential barriers to marketing – such as standards, regulations, permissions and registration requirements, and how the companies intend to deal with these restrictions/barriers. | | | | | |
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| **D.5 Marketing Plan** How will you market this product? What are the marketing channels? Distribution companies? Offices Abroad? Daughter companies? What type of cooperation agreements – existing or potential – do you have for marketing through these channels? What is the marketing budget needed for these activities? What are the resources (including staff) you have dedicated to this task? | | | | | |
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| **E. Commercialization – Plans & Prospects** | | | | | | | | | | | | | | | | | | | | | |
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| **E.1 Manufacturing Plan** Describe how you will prepare for the manufacturing of the product. What are the physical and financial resources needed for the production? Where will production take place, and why? | | | | | | | | | | | | | | | | | | | | |
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| **E.2 Costs of Production** Fill in the below table detailing the costs of production and the price for the end-customer ($) | | | | | | | | | | | | | | | | | | | | |
|  | **The Product** | | **Price per end-customer** | | **Transfer Price (if relevant)** | | | **Costs of Production** | | | | | | | | | | **Total Cost of Production** | | |
|  | **Subcontractors** | | | | **Materials & Supplies** | | | **Labor** | | |
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| **E.3 Sales Plan – Revenue & Market Share Forecast** Define what the expected sales are for each target market over five years (for each product, if more than one) in dollars and what percentage of the market share is expected to be captured in each year. | | | | | | | | | | | | | | | | | | | | |
|  | **Product** | **Target Market** | | **Sales revenue ($) & Market Share (%)** | | | | | | | | | | | | | | | | |
|  | **Year 1** | | | **Year 2** | | | **Year 3** | | | **Year 4** | | | **Year 5** | | | **Overall** | |
|  |  | | $ | | % | $ | | % | $ | % | | $ | % | | $ | % | | $ | % |
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|  | **Cost to be indicated in INR &(~USD)** | | | | | | | | | | | | | | | | | | | |

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| **F. Cooperation and Benefits** | | |
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| **F.1. Risk Sharing**  Summarize the projected mode and extent of cooperative activity between the Indian and Israeli partners in terms of risk-sharing by both companies during the product development stage and during commercialization. What extent will the companies share in the financial exposure of the product development and introduction to the marketplace? | |
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| **F.2. Benefits of Commercialization** What are the expected benefits to be derived by each company during product commercialization? The general nature of the planned revenue and profits-sharing arrangement between the two companies, from sales to the developed product. | |
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| **F.3 Benefits to Countries**  What are the benefits to India and Israel in the form of new export markets, new employment opportunities, new capital formation, productivity improvements, etc.? | |
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| **G. Organization & Management Plan** | |
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| **G.1. General Organization Plan**  Briefly summarize the proposed management procedures for the program, including the procedures to be implemented to maintain timely communications between lead participants in each country and an organization chart for staff working on the project. |
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| **H. Intellectual Property Treatment** | | |
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| **H.1. Past IP**  Please provide a list of the background IP brought to the project by all the participants/partners. | |
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| **H.2 New IP**  What new IP is expected to result from the project and how will the IP be treated? This includes the ownership of new IP and sharing of new IP between the participants. Please also attach an MOU noting the basic IP arrangement between the partners. | |
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| **Statement of Certification** | | | | |
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| The participant signing this form certifies that the information in this application is correct at the time of submission. The participant confirms its intent to cooperate within the project as described in this form with the aim of realizing the technical developments as set forth in this application. In addition the participant has or intends to put in place, a formal collaboration agreement. | | | | |
| **Signature** | | | | |
|  | Company Name |  | | |
|  | | | | |
|  | First Name |  | Last Name |  |
|  | | | | |
|  | Title |  | Function |  |
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