Market Discovery Report for INI Stage 2 Proof of Concept Applications

*Please type or complete in black ink using block capitals (minimum font size 10).*

*The length of this form should be restricted to a maximum of 3 pages to answer all questions.*

1. Project

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| PoC or Project Number: |  |
| PI Name: | E-mail: |
| PDRA / ECR Name: | E-mail: |
| University Department: | |

2. Market Discovery Course

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| Which market discovery course / programme / activity did you carry out for this application: (Select one only)  INI PoC Stage 1 🞎  LLP 🞎  ICURe 🞎  If ICURe, did you get through to ICURe Part 2 additional funding: Yes / No  If yes, were you then awarded InnovateUK Aid for Start Funding: Yes / No  Other (Please provide details): |
| Please provide the dates when this activity took place. (Must be within the last 12 months) |

3. What were the value propositions you chose to engage the market with?

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| Please provide a short narrative synopsis of the value propositions you considered. |

4. Customers and Partners

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| Who were the key customers and partners you identified? |

5. Number of Activities

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| Please provide an indication of the number of contacts made and conversations carried out.  People and companies contacted  Meaningful Conversations  Events / tradeshows attended |

6. Key Discoveries

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| What were the key discoveries made during the market discovery work? Please provide both commercial and technical discoveries. Please provide examples of who you spoke to and their role within their organisations. |

7. Further Work

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| What do you see as the next steps for your project? |

Signatures

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| --- | --- |
| Signature of Principal Investigator | Date |