DIGITBRAIN

DIGITbrain
2nd Open Call
Proposal Template

EXPERIMENT TITLE

Proposals should be submitted in English and attached in PDF format to the DIGITbrain 2nd Open Call Portal. Email address for further information and questions: opencall@digitbrain.eu

Proposals should not be longer than 11 pages (10 pages + cover page, fount size minimum 10). All tables, figures, references, and any other element pertaining to these sections must be included as an integral part of these sections and are thus counted against this page limit.

Please note that although brief instructions/hints are provided in this template, we strongly recommend you read the documents: Guide for Applicants (GfA) and Short Technical Description. All these instructions as well as the notes provided per section should be deleted.

In order to maximise the impact of the experiment, each experiment proposal is accompanied by a Digital Innovation Hub (DIH) from the DIGITbrain consortium. DIHs will provide **mentoring and help to the experiment proposers (Third Parties) during the proposal preparation and experiment execution**.

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1. Industrial relevance

Length: Maximum 2 pages (KPI table below excluded)

Which Industrial Product shall be simulated / optimised / customised? What is the duration and cost of the current production / manufacturing process?

What kind of resources from DIGITbrain Platform do you intend to use: Edge, Cloud, HPC Computing and how?

Does the simulation / optimization / analytics / modelling already exist or are you planning to develop it during the project?

Which pre-existing software do you plan to bring to "the project" and use?

How much compute time / data processing time is currently required? To which extent does this render the current process to be unprofitable?

*Which benefits are intended to be achieved **for the end user(s)**?*
If possible, quantify these benefits in terms of:

- *Process / tool / solution innovation*
- *Cost savings*
- *Time reduction [engineering hours / engineering duration / production time / production duration / compute time / compute duration]*
- *Process / product quality improvements*
- *Job creation*
- *Other*

In which market is the resulting product positioned?
What is the market size and your market share?
What is the expected growth of your market share, considering that the above advantages will be achieved in a period of 1 to 5 years? Please characterise potential adjacent market segments that you want to address with the results of this experiment in a similar way.

*Which benefits are intended to be achieved **for technical partners (ISV or others) involved in the experiment?***
Please quantify in terms of:

- *Software product innovation / improvement*
- *New distribution possibilities*
- *Scalability / flexibility*
- *Interoperable workflows*
- *Job creation*
- *New business models*
- *Other*

In which market is the above software positioned? What is the market size and your market share? What is the expected growth of your market share given that the above benefits are achieved in a 1 to 5 years perspective? Please characterise potential adjacent market segments that you want to address with the results of this experiment in a similar way.

What do you think is the [technical / economic] impact of your experiment on the DIGITbrain Platform? Please discuss from the end user and independent software vendor / value-added reseller perspective.

- *Please complete the following table for each partner in the consortium individually. This table is not included in the 2 pages limitation:*

Partner name	Year after experiment	KPI Metrics								
		Enhanced/ new products/ services	Increase in turn-over [K€]	Increase in employ-ment	New contacts/ partners	More effi-cient busi-ness pro-cesses	Reduc-tion in time to pro-duct / market	Improve-ment in customer satisfac-tion	Increase in business practice	Partners in new countries
Partner 1	1									
	5									
Partner 2	1									
	5									
Partner…	1									
	5									

2. Dissemination and Exploitation strategy

Length: Maximum 1 page

How are you going to address the previously mentioned markets?

Which dissemination activities are planned during and after the lifespan of the experiment?

How are the results going to be exploited during and beyond the lifespan of the experiment? Provide a clear roadmap and exploitation plan. (Please note that commercial exploitation of results is mandatory for each experiment.)

Note that using the Digital Agora as part of the commercialization and exploitation is mandatory. So, how will you utilize the Digital Agora for the exploitation of the results? Do you aim for

 a) *a direct commercialization with your customers (i.e., independent frontend with owned marketing, support, and billing) or*

 b) *an indirect commercialization via the operators of the DIGITbrain product (i.e., common frontend with marketing, support, and billing conducted by the operators of the DIGITbrain product).*

How would you like to scale up after the end of the experiment to include other users, markets, countries, etc.?

How are you going to continue the partnership of this experiment after the end of the project?

Please discuss the above-mentioned points from the end user(s), independent software vendor(s)/value-added reseller(s), and any other relevant stakeholder(s) perspective.

3. Experiment design

Length: Maximum 1 page

What are the driving questions for the experiment? What do you want to learn / know / prove?

How will the experiment provide evidence and answers to the driving questions?

What are the key aspects (ingredients) to your experiment?

What are the steps (recipe) of your experiment?

From all partners' perspective (end user and technical partners involved):

- *What are the minimum criteria needed to be fulfilled?*
- *What is the current baseline for the stated criteria?*
- *How you plan to assess whether the criteria have been achieved by the end of the experiment?*

*Note: In this section, please provide a description of **what** the experiment shall demonstrate / develop, and in the next section you need to describe **how** the experiment shall be developed from a technical point of view.*

4. Technical approach

Length: Maximum 2 pages

Explain **how** you want to implement and run the experiment.

- *What are the building blocks of your solution, e.g., the components of your software, the steps of the process?*
- *Which changes do you plan to perform on the building blocks, e.g., modularisation and cloudification of your software?*
- *How are the building blocks related, how is their interplay, and how will they be integrated?*
- *Regarding the software planned to be used by the partners in the experiments:*
  - *Does the software already exist?*
  - *Is the software Open Source?*
  - *Do the experiment partners have access to the source code or a programming interface (API) of the software to adapt the software to the needs of the experiment and the DIGITbrain Platform?*
  - *Is the SW owned (Intellectual Property) of one/some of the experiment partner(s)?*
- *How do you want to publish your developments within the DIGITbrain Platform and make them sustainable beyond the project's duration?*
- *Please specifically refer to challenges (if any) related to:*
  - *use of factory / manufacturing data / data stemming from sensors / Industrial Products;*
  - *working with data streams;*
  - *combination and utilisation of various Assets of Digital Twins;*
  - *establishing collaboration / data sharing / integration / data feedback along the product life cycle;*
  - *use of data analytics as part of your experiment;*
  - *use of life-cycle assessment (LCA) within your experiment to show improvements w.r.t. eco-friendliness*
- *Please estimate the compute resources (cloud and / or HPC resources) that you will need to conduct your experiment. How many core computing hours and how much storage will you require?*

Please describe the technical approach, introduce the corresponding activities and involvement of partners, so you can relate to them in the tables in Section 5. Note the tables in Section 5 do not provide enough space for activity descriptions. We expect the activities to be described here. Introduce titles for your experiment activities so you can use them as table entries in the next section.

5.   Work plan

Length: Maximum 1 page

Please fill the tables for the activities described in Section 5 introducing milestones and deliverables.

5.1. Activities

Activity No	Activity name	Lead participant no.	Person-months	Start month	End month
<Activity #>	<name>	<Participant #>	<#>	<#>	<#>
	TOTAL				

There are four mandatory activities:

(1) to collect technical and usability requirements (typically run in the first 3 months of the course of the experiment),

(2) to design and analyse suitable business model(s) for the commercial exploitation of the results (typically accompanies the full duration of the experiment),

(3) to evaluate the outcomes of the experiment (typically run in the last 3 months of the course of the experiment), and

*(4) to monitor progress and results **by writing a six-month progress report and a final report** and attend and contribute to the relevant project review meeting as organised by the European Commission (the review is likely to take place after the experiment).*

These four tasks will be carried out in collaboration with the relevant DIGITbrain technical partners and DIHs (for more information please refer to our detailed Guide for Applicants).

5.2. Milestones

Milestone No.	Milestone name	Activity(-ies) involved	Due month	Means of verification
<Milestone #>	<name>	<Activity #>	<#>	<text>

5.3 Experiment Internal Deliverables

Internal Del. No.	Deliverable name	Activity(-ies) involved	Nature[1]	Dissemination level[2]	Due month
<#>	<name>	<Activity #>	R/P/D/ other	PU/PP/RE/CO	<#>

NB:

In addition to the experiment's internal deliverables listed above, there are further obligations related to DIGITbrain reporting activities.

Internal deliverables are supposed to be used for internal synchronization and their content can be used for the above-mentioned progress reports and the project deliverables.

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[1]   Please indicate the nature of the deliverable using one of the following codes:
    R = Report, **P** = Prototype, **D** = Demonstrator, **O** = Other
[2]   Please indicate the dissemination level using one of the following codes:
    PU = Public
    PP = Restricted to other programme participants (including the Commission Services).
    RE = Restricted to a group specified by the consortium (including the Commission Services).
    CO = Confidential, only for members of the consortium (including the Commission Services).

6. Resources to be committed

Length: Maximum 1 page

Participant number	Participant short name	Estimated eligible costs					Reim-burse-ment rate[3]	Requested EC contribution (€)[4]
		Effort (PM)[5]	Personnel costs (€)[6]	Other direct costs (€)[7]	Indirect costs (€)[8]	Total costs (€)[9]		
1 (Lead)	<name>	<#>	<#>	<#>	<#>	<#>	<#>	<#>
2								
3								
Total								

Please fill the table. Explain clearly and justify your (types of) costs (other direct, etc.), e.g.:
- *travel costs (kick-off meeting for the new experiments, review meeting, intermediate meeting/code-camp …)*
- *software licenses*
- *etc.*

Please take into account that the general numbers of your experiment (per partner and the sum) must match the total. Also make sure that this table contains the same numbers you fill in the online platform.

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[3] Reimbursement rate is 70% for profit-companies

[4] Requested EC Contribution is maximum: Total costs * Reimbursement rate.

[5] Please indicate the estimated effort in Person Months (PM)

[6] This is the overall personnel cost that is calculated by multiplying the effort (in PM) with the average cost of one PM in your organisation. Please note that personnel costs must not contain profit margins.

[7] Other direct costs include travel, subsidence, software licences, etc. Please note that other direct costs must not contain profit margins.

[8] Indirect costs are calculated as 25% of all direct costs (0.25*(Personnel costs + Other direct costs)).

[9] Total costs are the sum of Personnel costs, Other direct costs, and Indirect costs.

7. Consortium

Length: Maximum 2 pages (incl. tables)

Please describe the consortium as a whole (dedicate approx. ½ page).

Please describe what each partner brings to the experiment and to the DIGITbrain project.

Does the experiment or its expected results involve measures to encourage women in the manufacturing and tech community, researchers, SMEs, start-ups etc? Yes/No. How?

Please provide a company profile with key personnel (per partner) using the table below.

Partner name	*<description of company / organisation>* *<size of company, number of employees, revenue (estimated)>* *<country of headquarters>* *<international subsidiaries>* *<area/sector of operation – in case of manufacturing company please specifically state the manufacturing sector>*
Link to webpage	*<web link>*
Contact person	*Max. 5 lines* *<profile>, <gender>, <who is doing to day-to-day management of the experiment>*
Technical contact	*Name, Phone and* *email address*