



## Guidelines for Applicants

SmartAgriFood & ICT-AGRI Joint Call

for the development of

# Services and Applications for Smart Agriculture

Call opening: 15<sup>th</sup> September 2014  
Deadline for applications: 15<sup>th</sup> November 2014

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## 1. Introduction

### 1.1. A vision for an open marketplace for agricultural ICT

The vision behind this call is to provide farmers and agricultural producers throughout Europe with new smart agriculture applications and services building on FIWARE technology (i.e. FIWARE generic enablers, specific enablers and/or domain specific platforms, most notably the FIspace platform). These new ICT products (services and applications) will be ready for immediate use through an open and easily accessible online marketplace called [FIspace](#). This Internet enabled marketplace will address all aspects of contractual and financial relations between farmers and agricultural producers, data provider and end-users. The ICT products available will be adaptable to the local environment, including climate, language and agricultural practices.

The marketplace is implemented as an Internet platform with ICT products uploaded to it. Farmers and producers access the products they subscribe to through the Internet and potentially from a range of different devices (mobile, tablets, PCs) and platforms (windows, android, Linux,...). The ICT products in the marketplace facilitate the sharing of production data in a secure and confidential manner. The ICT products connect to mobile (e.g. field machinery) as well as immobile (e.g. automated feeding) installations in the farm/production chain and facilitate that data gathered by such installations is made available within the marketplace.

The ability of the marketplace to facilitate collaboration among ICT products is the key to its value. Farms and agricultural producers are, not least when seen on a European scale, extremely disperse with regard to data, machines, installations, production conditions, language, etc. ICT products intended for general use are therefore designed to be modifiable by other products providing the local adaptation.

### 1.2. The benefits for agriculture

European agriculture is facing severe challenges with regard to productivity, competitiveness and profitability, as well as demands to increase production with less environmental footprints. Intelligent machines, sensor networks, and smart ICT providing decision support and control are seen as required ingredients for meeting these challenges. It seems, however, that the development of smart ICT is lagging behind the progress in intelligent machines and sensors; the lack of ICT tools suited for farm and wider agricultural use is therefore a bottleneck.

The open marketplace as described above can provide a larger market for agricultural ICT products, and reduce the costs for local providers to adopt advanced ICT products for use by their customers. ICT for farmers/producers is often bundled with advisory services or regulatory authorities, and these organisations usually have limited capacity to produce ICT products. The open FIspace marketplace will provide a comprehensive source of professional ICT middleware products. The development needs for the direct provision of ICT products to farmers/producers are then reduced to developing adaptors to the appropriate ICT products in the marketplace. Similarly, machinery and sensor producers can provide adaptors for their products.

### 1.3. FIWARE – the foundations of FI-Space

FIWARE ([www.FIWARE.org](http://www.FIWARE.org)) is an innovative, open cloud-based infrastructure for cost-effective creation and delivery of Future Internet applications and services, at a scale not seen before. FIWARE API specifications are public and royalty-free, driven by the development of an open source reference implementation which accelerates the availability of commercial products and services based on FIWARE technologies.

FIWARE technologies have provided much of the functionality for the FIspace open marketplace ([www.fispace.eu](http://www.fispace.eu)) providing ICT applications and services for farmers and agricultural producers.

SmartAgriFood is one of 16 FI-Accelerator projects and is specifically aimed at encouraging SMEs and web developers to develop new applications and services using FIWARE technologies and platforms such as FIspace.

The 16 FI-Accelerators have a combined fund of €80 million to distribute to SMEs and web developers coming up with the best ideas for FIWARE exploitation. SmartAgriFood has a total of €4 million in funding to allocate specifically for the development of ICT-AGRI applications using the FIWARE enabled FIspace platform.

The ERA-NET project ICT-AGRI has provided up to €2 million in additional funding to further support the development of these new applications and services for farmers and producers.

## 2. The FIspace platform

FIspace is an on-going project in the Future Internet Public Private Partnership (FI – PPP). The objectives of FIspace are to drive the development of an integrated and extensible collaboration service together with an initial set of domain applications, thereby establishing the standard for supporting and optimizing inter-organizational business collaboration in global transport, logistics, and agri-food business. The FIspace platform ([www.FIspace.eu](http://www.FIspace.eu)) developed in the project is a specific implementation based on the general FIWARE technology ([www.FIWARE.org](http://www.FIWARE.org)) in FI-PPP.

### 2.1. Basic principles of the FIspace platform

In the context of SmartAgriFood, businesses associated with the FIspace platform include primary food and agricultural producers (farms, greenhouses, etc.) mainly as **customers** and input suppliers, food chains, service providers, authorities, etc., mainly as data **providers**. Each business has an account in the platform holding the necessary data for B2B operations.

The primary goal of the FIspace platform to facilitate online business-to-business collaboration (B2B).

The data providers populate the platform with **apps**, which in this context are online services to be used by the customers over the Internet. The implementation of these online services (software and database) resides at the provider company and the communication runs directly between the customer and the provider. In this particular call the apps will be developed by SMEs and web entrepreneurs. The role of the FIspace platform is solely to initiate and log the direct communication between the business enterprises based on authorization mechanisms in the platform (Fig. 1). This implies that the apps have to comply with certain rules that

are set by the FIspace platform. For that purpose app developers will be supported by a software development kit (SDK); more information can be found at <http://dev.fispace.eu/doc/wiki/Home>: ‘If you are an App Developer’.

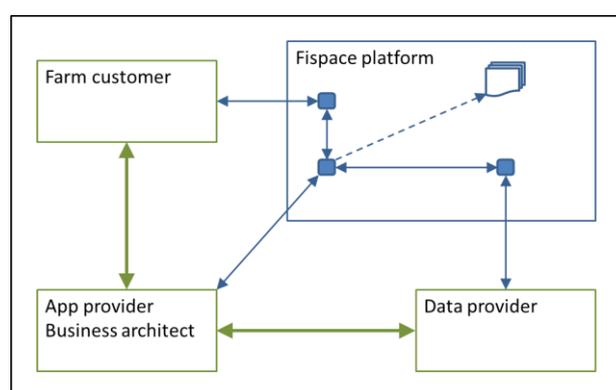
An online service (app) may need data from another service (app). In precision farming, for example, a service which produces decision support for crop protection will need weather data as well as crop details and field boundaries for creating spraying maps. The farm’s crop and field data may reside at an external Service (e.g. advisory administrated database). When this service (web service) is also represented by an app in the FIspace platform, then the platform can provide the required authorisation for opening a secure and optionally encrypted data exchange between the two services. The same accounts for weather data. Hence the role of an app provider will often be extended to the role of **business architect** that configures apps and data in order to support a complete B2B collaboration process. This configuration process is also facilitated by the FIspace platform; more information can be found at <http://dev.fispace.eu/doc/wiki/Home>: ‘If you are a Business Architect’ . Several examples of app configurations are currently being developed in the FIspace trials (<http://www.fispace.eu/leaflet.html>). A detailed presentation on the Greenhouse Management & Control trial can be found [here](#).

The FIspace platform logs the necessary data for any financial arrangements between customers and providers as well as between interacting online services.

### 2.2. Perspectives of using FIWARE in agriculture based on FIspace

Online services over the Internet are already widely used by agricultural ICT providers. Data exchange exists in a number of cases based on bilateral agreements, and authorisations for e.g. agricultural advisers and veterinary practitioners to access farm data are often a standard procedure. The FIspace platform offers a novel and more efficient way of continuing and extending such facilities with FIWARE technologies. The benefits of the FIspace platform include:

- authorisations for data exchange in transparent and standardised procedures,
- the exchange and use of data are completely under the customer’s control
- cost efficient development and maintenance of data exchange facilities



**Fig. 1 Communication routes. Blue: FIspace administration. Green: B2B communication.**

- the supply of services is easily overviewed and accessed by customers via the platform's app store
- new opportunities for B2B collaboration among providers are easily spotted and implemented
- adapted/customized development of business-specific information management system

The FIspace platform and the FIWARE technologies thus provide a feasible solution for an efficient collaboration amongst independent online services. A particular and important aspect is that this opens up an international market for agricultural ICT. A knowledge-based decision support system developed in one country can be adapted to linguistic, climatic and biological conditions in a second country by a collaborative service delivering these adaptations.

The FIspace platform is maintained by the FIspace project until the project's completion by end of April 2015. To ensure a long-term sustainability of the platform a **FIspace foundation** is being established that holds the IPR for the open source core of the platform as well as the open specifications. On top of that, an **exploitation agreement** is being established in order to formalize the modalities and the conditions that will govern the commercial exploitation of the project results. The exploitation agreement ensures that the FIspace platform will be available for app developers/business architects funded through the SmartAgriFood call and that the required level of support is provided. Check [www.FIspace.eu](http://www.FIspace.eu) for the latest developments on this.

### 3. Aims and Scope of the Joint Call

The overall aims of the joint call are:

- To initiate projects, which will demonstrate the potential of the FIWARE technology (i.e. FIWARE generic enablers, specific enablers and/or domain specific platforms, most notably the FIspace platform) in the agricultural sector by creating online applications and services for agricultural enterprises;
- To support the uptake of FIWARE technologies through FIspace by web entrepreneurs and SMEs throughout Europe;
- To accelerate the growth of SMEs and web developers funded by SmartAgriFood through set up of end user trials, business model development and preparation for investment.

Projects are expected to address one or more of three representative farming subsectors:

1. Arable Farming - large-scale, annual crop production in the open air. Typical examples are wheat, potatoes, rapeseed, etc.
2. Horticulture - flowers, fruits and vegetables production in greenhouses or, at a small scale, similar crops in the open air. In addition, orchards can be included. Typical examples are tomatoes, roses, cauliflower, carrots, grapes, olives, etc.
3. Livestock Farming – animal production in the open-air closed housing systems or a mix between these. Typical examples are dairy cows, laying hens, pigs, etc.
4. Apiculture may also be considered provided the applicant can demonstrate a clear connection to horticulture or arable farming activities.

Projects are expected to provide smart solutions for specific farm operations or farm management activities. Projects may develop and implement new solutions or modify existing solutions towards use within the [Future Internet](#) framework.

Projects may provide middleware products, i.e. a service intended for use by another service before presentation to the farming end-user. It is advised to partner with an end-user service, but when this is not feasible, a suitable demo service may be used.

Projects are obliged to make their applications or services accessible via the FIspace platform to enable business-to-business collaboration possibilities via the platform.

### 4. Who can participate and who can be funded?

#### 4.1. Sources of funding

This is a joint call:

- €4 million in SmartAgriFood funding is provided directly by the EU and distributed through SmartAgriFood partners. This funding is:
  - targeted directly at **SMEs and web entrepreneurs** to develop new ICT products to be delivered through FIspace. All categories of SMEs are eligible to be funded. Start-up participation will be encouraged as start-ups provide excellent potential to incorporate use of FIWARE outcomes into their future business development and growth. Eligible applicants include:
    - Start-up SME (established under 1 year)
    - Micro SME (under 10 employees)
    - Established SME (see EC SME definitions)
  - Available to any SME and web entrepreneur from any EU member state or FP7 associated country.
- €2million in ICT-AGRI funding is provided by ICT-AGRI funding agencies. In most cases this funding does **not** go to the SME directly, but to the ICT-AGRI expert to support the SME with services as listed in section 5.2. (It is a type of Innovation Voucher.)
- ICT-AGRI funding in this call is :
  - For the provision of expert advice from an expert in another country (not the applicant SME's home country) to the SME or web entrepreneur developing the application. The experts commonly work for organisations operating at a national level that can support SMEs and web entrepreneurs in developing and / or trialling their ICT products e.g. **agricultural data providers, analysts and specialists** in new markets/ countries. Once an SME or web entrepreneur has identified an expert with whom they wish to work on the development of their application through the matchmaking service, this expert's organisation becomes the ICT-AGRI partner in the application for ICT-AGRI funding.
  - The ICT-AGRI funding agencies in the following countries have agreed to participate as joint funders with the SmartAgriFood call: Denmark, Finland, Latvia, Germany Turkey and Switzerland. Experts must be identified from within those 6 countries by SME's and web entrepreneurs to be eligible for ICT-AGRI funding support.
  - SmartAgriFood partners can provide assistance to identify relevant experts for SME's
  - Detailed information about ICT-AGRI funding and funding agencies is available at [www.ict-agri.eu](http://www.ict-agri.eu).
- SMEs and web entrepreneurs can also involve **third parties** not seeking funding in their applications if this would support their application e.g. private sector data providers such as machinery manufacturers providing in kind contributions i.e. their own time or data resources to support application development.

## 4.2. Stand-alone or consortium development

SMEs and web entrepreneurs can apply directly on a stand-alone basis for SmartAgriFood funding, however it is highly recommended that a consortium is formed with ICT-AGRI partners and/or other third parties to provide evaluators with evidence that the SMEs/web entrepreneurs have access to relevant information, expertise and data sources to develop ICT products for multiple European markets.

Examples of funding for standalone and joint application are provided in a [later section](#).

## 4.3. Support in application development

Applicants are advised to check the FAQ section on [www.smartagrifood.com](http://www.smartagrifood.com) website during their application development. In addition, the SmartAgriFood partners are available to provide guidance on all aspects of the application process from pre-proposal checks to direction in establishing partnerships with ICT-AGRI partners. Visit [www.smartagrifood.com](http://www.smartagrifood.com) to find contact details of all partners and the pre-proposal check form.

# 5. Type of work to be funded

## 5.1. SmartAgriFood funding

- Maximum funding levels and matched funding required: Up to €100k **per proposal** is available in funding over 3 stages of development:

- Stage 1 Prototype development (Up to €40,000 in EU funding, 100% funded; 0% matched funding required)
  - Stage 2 End user trials (Up to €40,000 in EU funding funded at 75%; 25% matched funding required)
  - Stage 3 Business Development (Up to €20,000 in EU funding funded at 50%; 50% matched funding required)
- The majority of work to be funded will fall into the category of applied RTD i.e. research and development activities close to market. Eligible costs are personnel costs for the most part and other costs related to licensing, software development costs, etc. Sub-contracting of any or all software development costs is not an eligible cost.
  - Other eligible costs outside of RTD related costs include costs related to set up/implementation of end user trial sites in Stage 2 including equipment and cost related to business innovation support. As stated previously, SmartAgriFood applicants are encouraged to collaborate with ICT-AGRI-partners or IN-KIND-partners, which will provide support in product development and sites for field trials at Stage 2.
  - Travel costs should be an important component of all SME budget proposals – at least 10% of costs should be allocated to travel at each level (travel to meet international mentors/infrastructure advisor in e.g. Poznan/end user site locations/investors/innovation training/participation in dissemination events etc.)
  - A small budget of up to 10% of total budget will be allowed to cover miscellaneous indirect costs. Matched funding in Stage 2 can be provided by in-kind contributions from third parties. Matched funding in Stage 3 must be provided by the SME or web entrepreneur leading the consortium. This can, in most cases, be related to personnel costs e.g. time of the CEO in attending investor training workshops or pitching events etc.

## 5.2. ICT-AGRI funding

ICT-AGRI funding will be applied for as part of a consortium led by an SME or web developer should an SME decide to apply for ICT – AGRI funding. SmartAgriFood and ICT – AGRI applications will be evaluated separately.

The majority of work to be funded will fall into the category of applied RTD, i.e. research and development activities close to market (EC definition of RTD activities to be used). Eligible costs are expected to be personnel costs for the most part and other costs related to licensing, software development costs, etc. The areas of eligible work include but are not restricted to:

- Modifications and documentation of decision support systems and other knowledge based systems for enabling the systems to be implemented in smart applications or services.
- Modifications of data bases for enabling data sharing within an open marketplace for agricultural ICT
- Development of local adaptations of smart applications or services
- End user trials of smart applications or services

Maximum funding rates and direct costs are subject to ICT-AGRI funding agency regulations and may differ between countries.

Detailed information about ICT-AGRI funding, funding agencies and how to apply for ICT-AGRI funding is available at [www.ict-agri.eu](http://www.ict-agri.eu)

## 5.3. In kind participation

Public and private enterprise, which are not eligible for SmartAgriFood or ICT-AGRI funding, are invited to contribute to enrich the population of applications and services in the FIspace platform. Examples of in-kind contributions could be:

- Agricultural and environmental authorities can provide online services, which support farmers to comply with regulations, e.g., maps with zero-spraying zones or submission machine generated data for documentation
- Machine manufacturers can provide services to support machine operation and maintenance

## 5.4. Examples of funding application

**Applicant 1:** SME (can apply either as leader of consortium or as single applicant)

**Funding applied for: SmartAgriFood**

Sources of funding	Stage 1 (100% funded)	Stage 2 (75% funded)	Stage 3 (50% funded)
Funding from SmartAgriFood	€40,000	€40,000	€20,000
Matched funding provided by SME	/	€10,000	€20,000
Matched funding provided by in-kind contributor (e.g. machine manufacturer)	/	€3,333	/
<b>Total funding</b>	<b>€40,000</b>	<b>€53,333</b>	<b>€40,000</b>
Cost breakdown:	Stage 1	Stage 2	Stage 3
Personnel	€30,000	€30,000	€30,000
Travel	€5,000	€10,000	€6,000
Other direct costs	€2,000	€10,333	€2,000
Overheads (10% of personnel)	€3,000	€3,000	€2,000
<b>Total expenditure</b>	<b>€40,000</b>	<b>€53,333</b>	<b>€40,000</b>

**Applicant 2: Data provider partner applying as part of consortium****Funding applied for: ICT-AGRI**

Sources of funding	Stage 1	Stage 2	Stage 3
ICT-Agri Funding	€40,000	€60,000	Not applicable
<b>Total funding</b>	<b>€40,000</b>	<b>€40,000</b>	

Cost breakdown:	Stage 1	Stage 2	Stage 3
Personnel	€30,000	€45,000	Not applicable
Travel	€5,000	€5,500	
Other direct costs	€2,000	€5,000	
Overheads (10% of personnel if eligible)	€3,000	€4,500	
<b>Total expenditure</b>	<b>€40,000</b>	<b>€60,000</b>	

**5.5. Number of Proposals and funding limits**

SME's and web entrepreneurs are permitted to submit one or more proposals for funding for the development of different applications.

The maximum amount that can be funded by SmartAgriFood in any one proposal is €100,000. Maximum funding by ICT-AGRI partners varies, please refer to their specific conditions.

**6. Submission and selection process****6.1. Pre-submission support services**

A matchmaking service for identifying ICT-AGRI partners is available from 3rd September 2014.

A pre-proposal check service is available from the 'Get Support' section of the [SmartAgriFood website](#). Applicants are strongly encouraged to avail of the pre-proposal check service to check the eligibility of their proposal.

Full proposals can be submitted through a one stage submission process from call opening on 15<sup>th</sup> September to the call deadline at 17.00 on 15<sup>th</sup> November 2014.

Depending on the availability of funding, a second call for application may be launched in December 2014 closing in February 2015.

## 6.2. Evaluation criteria and selection process

Submitted proposals will be evaluated based on the following three criteria:

- Proposed use of FIWARE technology (i.e. FIWARE generic enablers, specific enablers and/or domain specific platforms, most notably the FIspace platform).
- Potential impact for end users in agri-food sector
- Business growth potential

Evaluations will be completed by independent experts in each of these three domains. A minimum threshold will be established for each of the domains. Successful applications will have to reach the minimum score in all three domains to succeed in obtaining funding.

SME's and web entrepreneurs who submit more than one proposal may succeed in being funded on several proposals provided they attain the requisite scores in each of the proposals submitted.

## 6.3. Key dates in call and selection process

Action	Scheduled
Opening of <a href="#">matchmaking service</a>	3 <sup>rd</sup> September 2014
Pre-proposal check service	3 <sup>rd</sup> September 2014
Call opening for on-line submission of proposals	15th September 2014
Close of on-line submission of proposals	15th November 2014
Notifications letters and start of contract negotiation	From mid December 2014
Start of projects	From 1 January 2015
End of projects	Until 31 May 2016

## 7. Milestone and mentoring programme

Selected projects will follow a milestone and mentoring programme.

### 7.1. Milestone programme

There are three major levels of the milestone programme:

**Table 2 Milestone programme**

Level	Project activity	Milestone	Time frame
1	Development of a basic prototype of the new application or service based on the FIWARE technology (i.e. FIWARE generic enablers, specific enablers and/or domain specific platforms, most notably the FIspace platform).	Working prototype	Jan – Jun 2015
2	Trialling these prototypes in end-user test beds in a minimum of two different European countries	Successful end-user trial	Jul 2015 – May 2016
3	Completion of investor ready business plans for successful SMEs and their presentation to investors for further funding	Business plan complete	Jan – May 2016

Project progress against milestones will be reviewed and payments will be made on the basis of performance against these milestones. Projects who do not meet the milestones will not progress to the next stage and will not receive further funding.

Funding is also competitive with the top 80% of projects selected to proceed to the next phase of development.

The maximum duration of projects from Stage 1 to Stage 3 inclusive is 18 months.

## 7.2. Mentoring programme

A customised mentoring programme will be developed for each shortlisted SME applicant and a team of technology, academic and business support specialists will be put in place (depending on individual SME requirements) to ensure that the new applications developed build on the most recent academic knowledge available, on the most recent developments of the FIspace platform and the underlying FIWARE technologies (i.e. FIWARE generic enablers, specific enablers and/or domain specific platforms). Specifically, a lead mentor (from a SmartAgriFood partner organisation) will be assigned to each SME. These lead mentors will agree on the exact details of the Milestone Programme for each SME and will help, support and guide the SMEs through the implementation of this programme.

## 7.3. Receipt of Funding allocations by the SME

If an SME is successful, a milestone development plan will be agreed with their SmartAgriFood programme mentor. Funding will be disbursed to successful SME's at time frames to be agreed during negotiation and will relate to the achievement of agreed milestones.

## 8. Detailed Application Procedure

Application for funding is a one-stage procedure. Full proposals must be submitted as per the instructions below.

Each project (whether a single company application or a consortium application) must identify a Coordinator, who will act as the project's contact point during the submission process and throughout the project period if the project is funded.

### 8.1. Electronic Submission System and matchmaking service

The Electronic Submission System (ESS) is located at [www.ict-agri.eu](http://www.ict-agri.eu).

The ESS is combined with a partnering tool, which facilitates the establishment of a consortium prior to writing the application.

All applicants need to be registered users in the ICT-AGRI website. Access to the ESS is via login to the website.

Privacy of the consortium and the application is guaranteed. The existence of consortia and applications is hidden from other website users, and unauthorized access to an application is prevented. Applicants can choose however to make certain pages visible during a partner matchmaking phase in order to attract other users to collaboration.

The application form is split into four sections:

- I. **Project information:** online form to be completed by the Coordinator
- II. **Information on each partner:** online form to be completed by each partner individually
- III. **Information on the budget:** online form to be completed by each partner
- IV. **Description of Work:** 10 page document following specific template to be uploaded by the Coordinator

### 8.2. Project information (online form)

- Project title
- Project acronym (if applicable)
- Executive summary (2000 characters)

Technical papers and a short video pitch may be included to support the proposal.

### 8.3. Information on each partner (online form)

- Personal information (name, organisation, contact information)

- Organisation information (date of foundation, number of full time equivalent employees, turnover bracket, description of core business)
- Main role of organisation in the project and names of individuals involved in implementation of tasks
- Experience of organisation and individuals relevant to the contributions (provide links to examples)
- CV for key persons (optional)

#### 8.4. Project partner budget (online)

- Budget forms are customised to SmartAgriFood or ICT-AGRI funding agency requirements and conditions. The forms are available in the ESS.

#### 8.5. Description of work (uploaded pdf file)

The description of work of a maximum of 9 pages must be uploaded through the ESS. A template with the following paragraphs will be provided through the ESS.

- What is the agricultural **Problem** you are addressing? (max. 0.5 page)
- What is the smart agriculture **Solution** are you proposing? (max. 0.5 page)
- Describe your ICT **Product** (identifying specifically how you propose to use FIWARE technologies in the proposed project (i.e. FIWARE generic enablers, specific enablers and/or domain specific platforms, most notably the Flspace platform). (max 1 page)
- Describe the **Market** for this product (ideally but not essentially addressing one or more of the targeted domains of arable farming, horticulture, livestock production) (max. 1 page)
- Describe your **Team** and the planned cooperation with ICT-Agri and other third parties where applicable (max. 1 page)
- Who are your **Competitors**? What is your Unique Value Proposition? (max. 0.5 page)
- What is your proposed **Route to Market**? (max. 0.5 page)
- What is your **Business Model**? How will you make money? (max. 1 page)
- **Expenditure:** How will the funding described in Partner Budget be spent in each of the [three levels of development](#). Describe the planned activities. (max. 2 pages)
- **Milestones:** What milestone do you propose to measure success at each level of development? (max 1 page)

#### 8.6. Submission of proposals

**Full proposals must be submitted by activating the SUBMIT button in the ESS before 15<sup>th</sup> November 2014 at 17.00 CET.**

Proposals that have been uploaded to the ESS without activating the SUBMIT button by the deadline will not be considered for evaluation.

Early submission is advised as proposals submitted up to 31<sup>st</sup> October will be reviewed by the Call Office for completeness and eligibility before the deadline and feedback will be given to the coordinator if relevant information is missing. Coordinators will then have the opportunity to resubmit up to the call deadline of 15<sup>th</sup> November.

After the call deadline, the Call Office will complete a check of the proposals. Proposals that are not complete will not be considered in the evaluation process and no further resubmissions will be possible.