ATLAS Open Call
Application Form

Welcome to the ATLAS Open Call application form. You can save your application anytime and complete it later up until the deadline on 15 September 2020. Your application will be considered for funding only when it is 100% complete. Fields marked with an asterisk (*) are mandatory. If you encounter any issues or have questions, please contact us at opencall@atlas-h2020.eu

1. Administrative Information

    1.1. Contact person details

        1.1.1. First and last Name

        1.1.2. Position

        1.1.3. Email

        1.1.4. Phone number

        1.1.5. I declare that I am eligible to submit this proposal on behalf of my company.

        1.1.6. I declare my compliance with General Data Protection Regulation (GDPR) and accept the Privacy Policy.

        1.1.7. I accept the Terms of Participation.

        1.1.8. Choose a password

        1.1.9. Confirm your password

        1.1.10. How did you find out about the ATLAS Open Call? (drop-down menu)

    1.2. Company details

        1.2.1. Company name

        1.2.2. Organisation form

1.2.3.   Business sector

1.2.4.   Street

1.2.5.   Postal code

1.2.6.   City

1.2.7.   Country

1.2.8.   Website

1.2.9.   VAT number

1.2.10. Registration number

1.2.11. Year founded

1.2.12. Number of employees (optional)

1.2.13. Turnover in 2019 (in euros, optional)

1.2.14. Have you received funding before? (optional)

1.3. Marketing information (optional)

1.3.1.   LinkedIn company profile page (@...)

1.3.2.   Company's Twitter account (@...)

1.3.3.   Company's Facebook account (@...)

1.3.4.   Company hashtags

1.3.5.   What makes your company unique? (USP)

1.3.6.   Your vision

1.3.7.   Uploaded images we can use

1.3.8.   Your YouTube channel (URL)

1.3.9.   Short videos we can use (max. 30-45 sec.)

1.3.10. Other content we can use

1.3.11. Why are you participating in ATLAS?

2. Technical Proposal

2.1. Please complete the open call's technical questionnaire by following these steps:

2.1.1. Enter the name of your solution.

2.1.2. Select a topic that you plan to address with your solution. Note that you can only select one topic for each solution. However, you are free to submit an unlimited number of proposals for different solutions.

2.1.3. Answer all the technical questions about your solution.

2.1.4. Upload the following:

- A work/resource plan (mandatory)
- A video (optional)
- Visual content supporting your application (optional)

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2.2. General info

2.2.1. Name of solution

Enter a title for your submission.

2.2.2. Select a topic

Drop-down menu:

- *Topic 1: Weed and Pest Control*
- *Topic 2: Irrigation*
- *Topic 3: Asset Tracking and Fleet Management*
- *Topic 4: Efficient and Transparent Nutrient Cycle Reporting*
- *Topic 5: Behavioural Analysis and Management of Livestock*
- *Topic 6: Information Platform for Farmers*
- *Topic 7: Open Technology for Innovative Agriculture*

2.3. Relevance

2.3.1. Describe your solution, explaining how it is relevant to the ATLAS platform and meets the open call's aims.

Max. length: 500 words

Please provide a clear, concise description of your project idea. Explain how it meets the open call's aim to create applications with innovative, data-driven services for the ATLAS platform that will simplify and improve the processes along the agricultural value chain. Please include the main motivation for the project. We strongly encourage you to include a video or another visual representation of your solution.

2.3.2. Tell us how ready your solution is for the market.

Max. length: 200 words

What stage of development is your solution currently at? Do you have a working prototype or a ready-to-use application? Please explain where it has been tested, the conditions under which this took place, and what the outcomes were. Note that you will have six months to implement your solution.

2.3.3. How is your solution better than others in its field?

Max. length: 400 words

Clearly articulate how your solution surpasses the state of the art. Demonstrate your awareness of the other solutions out there and who your competitors are. Compare your solution/project to the other solutions on the market and tell us why it will be able to scale and gain market share. How will end users benefit from your solution? Please be specific.

2.4. Impact

2.4.1. How does your solution address the topic you selected?

Max length: 200 words

Show that you understand the challenge and demonstrate how your solution is appropriate for taking it on.

2.4.2. What tangible results will your project produce?

Max length: 200 words

Describe the specific expected output of your six-month pilot project. This is about the product or service you will be deploying.

2.4.3. What impact will your solution have?

Max length: 200 words

Tell us about the economic impact on farmers, the supply chain, agriculture, and the EU economy in general. Are you expecting any social impact (e.g. on quality of life, social inclusion or exclusion, jobs, education, public empowerment, or health and safety)?
Please be specific and give examples. You don't have to be 100% accurate, but you must provide enough detail to allow us to evaluate the potential of your proposal.

2.5. Sustainability

2.5.1. How can you demonstrate the use of standards and interoperability in your solution?

Max length: 200 words

You will need to demonstrate interoperability with the ATLAS framework. The usage and validation of emerging standards will be highly appreciated.

2.5.2. What is your revenue model and monetisation strategy?

Max length: 200 words

Please describe how you intend to generate money in the market for the value you are providing. We want to understand your monetisation strategy.

2.5.3. What market segment to you plan to serve, and at what scale? Will you be operating in a national or a pan-European market?

Max length: 200 words

Please describe the nature and size of your current/potential market.

2.5.4. Have you already lined up customers for your solution?

Max length: 200 words

Tell us how many clients/users you have and what type of customers they are.

2.5.5. How do you intend to use the results of your project after the funding period (pilot implementation phase) has ended? What is your growth strategy?

Max length: 400 words

Tell us how this project fits with your growth plans. Describe how you intend to grow your business and increase your productivity through the project.

2.6. Innovativeness and feasibility

2.6.1. Provide an in-depth description of the technology that serves as the innovative foundation of your project. Describe the main technical specifications and advantages of your solution.

Max. length: 500 words

The proposed application must include an innovative concept and make significant use of data provided by the ATLAS platform.

2.6.2. Please outline your planned activities and timeline. How will your project be managed? How are you going to implement your solution?

Provide us with your six-month implementation plan. Explain the activities/tasks involved while indicating the division of labour, what you will deliver, and when. Use the work/resource plan template provided. Please be clear and specific.

2.6.3. What is your proposed budget?

Please outline the estimated overall budget for the development of your proposed solution and state how you are planning to co-fund 30% of the total costs (at minimum). A budget of EUR 75,000 is foreseen for the use case development of each proposal (this includes the applicant's own contribution of at least 30%).

Budget item**	Total cost (without tax, in euros)	Co-funding amount (if applicable, in euros)*
Personnel costs		
Engineering, software development, other external services (Subcontracting costs****)		
Equipment, material, licences***		
Travel costs		
Total (without VAT)		

*Your co-funding amount can be distributed proportionally among all your budget items, or to one particular item. Any in-kind contribution related to the development of your proposed solution is eligible as co-funding.
** All budget items need to be directly related to the development of your proposed solution (e.g. office rent is not eligible). Please note that for costs to be eligible, they must be incurred by your company – that is, they have to constitute your own expenditures and involve your own accounts.
*** Only depreciation costs corresponding to the period of implementation are eligible.
**** Subcontracting costs are eligible but may account for no more than 20% of your proposed budget.

2.6.4. How are you planning to use the ATLAS network and the datasets available? What else would you need to implement your solution? Will you generate any additional data? Is your solution subject to any EU regulations you will need to follow?

Max. length: 500 words

Please describe your solution from a technical point of view. Briefly explain how it interacts technically with the ATLAS platform and the data available. You can use verbal descriptions or upload visuals to (for example) illustrate this interaction. Describe which datasets your project is going to use and/or generate. Please notify us if you need to certify your solution or obtain any licences.
Let us know if you will require other pieces of infrastructure or data to improve your solution. You may wish to provide a visual representation of how you are going to collect, manage, and process data during your project (this is optional).

2.6.5. Please list the core members of your team. What are their skills and experience?

Here, you need to describe the team that will be working on the project. Keep it simple and try to emphasise skills and experience that are relevant to the project.

№	First and last name	Team role	Relevant experience

2.6.6. What are the risks to your project's success, and what is your risk management strategy?
Max. length: 200 words

This is meant to assess your awareness of potential risks that can occur during the implementation phase. You should describe a compelling plan for mitigating them.