## Application form Nor-Fishing Innovation Award

*Applications for the Innovation Award must be submitted on this form and must not exceed 5 pages. References to articles or websites will be taken into account, but it is the content and descriptions in this application document that are emphasized by the jury in assessing the application. The instructions given in each section is ment as a guidance for the application. It is not mandatory to comment on all instructions if some are not relevant.*

*Use font Arial - minimum font size 11pt.* ***Instruction text and this introduction text can be deleted from the application form.***

| **Product name** |
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| *Enter the name of the product / innovation* |

| **Summary** |
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| *What is the innovation, describe the utility value for the industry, is there a market. What is unique and how does this differ from competing solutions.**Give a brief summary.* |

| **Information about the applicant** |  |
| --- | --- |
| Company name |  |
| Contact person |  |
| Telephone |  |
| E-mail |  |
| Collaboration partners | *If several companies apply together, please state which companies are part of the application.* |

| **Background and description of innovation** |
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| *Describe the background for the innovation/product. What work and what considerations have been made up to now.**Is the innovation based on knowledge in the organisation, or have others contributed. Say something about the level of innovation and what stage the innovation is at (idea phase, prototype, pilot tested in the market, ready for launch, launched in the market). Feel free to use figures for description.* |

| **Market insight and areas of use** |
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| *Describe areas of use, users, potential market, market size and economic benefit. Competitive situation and comparison with competing solutions. Describe the value chain, and how this innovation fits into the existing value chain.* |

| **Strategy for realizing innovation** |
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| *Describe the strategy for commercializing or realizing the innovation/product in the market. Describe any challenges, assumptions and risks. Further need for capital, expertise and resources for further development* |

| **Industrial and regulatory aspects** |
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| *Describe strategic and financial relationships that have been established or are being developed that will be important for the realization of the innovation.**Identify important regulations, e.g. market standards, regulatory authority, legislation and legal aspects that may have an impact on the innovation/product. Describe any measures taken to protect the innovation (patent, design protection, trademark protection, etc.)* |

| **Community contribution and sustainability goals** |
| --- |
| *Describe the innovation/product's contribution to society. Any negative or positive contribution to social and environmental factors.* |