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**BRICS STI Innovation Call 2025**

**PROPOSAL Template**

Project Title:

Project Title (EN):

Applicant (Lead Organization): (Name, Legal Status)

Applicant Country:

Foreign Partner: (Name and Country)

Call Reference: BRICS PROPOSAL 2025

Project Duration: [months]

Total Requested Funding: [Amount and currency]

Submission Date: [YYYY-MM-DD]

Contact Person (Lead): [Name, position, email, phone]

Legal Representative: [Name, position, signature]

Executive Summary (max 300 words):

[One-paragraph summary: problem, proposed innovation, objectives, expected commercial outcome, market scope, total budget and requested funds, role of international partner(s).]

1. **Project Objectives**

* Overall objective:

[One-sentence high-level objective]

* Specific, measurable objectives (SMART):
* Key Performance Indicators (KPIs):

1. **Technical Background and Rationale**

* Problem statement:
* State of the TRL:
* Technical approach and innovation:

[Describe the technology, novelty, core components, methods, and why it is better than alternatives.]

* Preliminary results / proof-of-concept (if any):

[Summarize prior R&D, prototypes, pilot data, publications, demos.]

1. **International Collaboration and Partner Roles**

* Lead organization (name, brief capability statement)
* Foreign partner(s) (name, country, brief capability statement)
* Roles and responsibilities (clear allocation):

Lead: [e.g., overall project management, hardware integration, manufacturing]

Partner B: [e.g., software algorithms, field pilot execution, local regulatory liaison]

Other subcontractors: [list]

1. **Intellectual Property (IP) and Commercialization Plan**

* Current IP position:

[List patents filed/granted, trade secrets, software copyrights]

* Proposed IP strategy:
* Commercialization pathway:

Manufacturing strategy (in-house / contract manufacturing / licensing)

Distribution and channel partners

Revenue model (product sales, licensing, service/subscription)

Expected time to first revenue and scale-up plan

1. Market Analysis and Go-to-Market Strategy

* Target markets and segments:

[List countries, sectors, customer types and priority markets]

* Market size and growth:

[Key figures or placeholders: Total Addressable Market (TAM), Serviceable Addressable Market (SAM)]

* Customer needs and value proposition:

[How product meets needs; main benefits and differentiators]

* Competitive landscape:

[Main competitors, comparative advantages, barriers to entry]

* Pricing strategy and sales channels:

[Suggested pricing, direct sales vs distributors, pilot-to-commercial transition]

* Marketing and sales plan:

[Key activities: trade shows, pilot references, local partnerships, digital marketing]

1. Business Model and Financial Forecast (summary)

* Business model:

[Describe revenue streams: product sales, recurring services, licensing]

* 3-year financial highlights (summary):

Year 1: Revenue [USD], Gross margin [%], Major costs

Year 2: Revenue [USD], ...

Year 3: Revenue [USD], ...

* Funding requirements and use of funds:

[High-level budget breakdown: R&D, prototyping, testing & certification, pilot production, marketing, travel]

* Break-even and scalability assumptions:

[Expected break-even timeframe and critical assumptions]

1. Workplan, Timeline and Key Milestones

* Provide phases and timeline (months):

Phase 1 — Months 1–4: Detailed design and prototyping

Deliverables: Design specification, prototype v1

Phase 2 — Months 5–10: Prototype refinement and testing

Deliverables: Prototype v2, lab tests, reliability data

Phase 3 — Months 11–15: Certification, pilots and market validation

Deliverables: Certification report, 3 pilot deployments

Phase 4 — Months 16–18: Pilot production and commercialization readiness

Deliverables: Pilot batch, go-to-market plan, investor pitch

* Milestones table (example)

M1: Prototype v1 complete — Month 4 — Lead: Lead Org

M2: Lab testing passed — Month 8 — Lead: Partner B

M3: Certifications obtained — Month 12 — Lead: Partner B

M4: First pilot customers onboarded — Month 15 — Lead: Lead Org

M5: Pilot production ready — Month 18 — Lead: Lead Org

1. Budget Summary (high-level)

* Total project cost: [USD]
* Requested from BRICS call: [USD]
* Co-funding / partner contributions: [USD] (cash and in-kind)
* Budget categories (example):

Personnel: [USD]

Equipment & prototyping: [USD]

Testing & certification: [USD]

Travel & international coordination: [USD]

Marketing & pilot deployment: [USD]

Legal/IP and consultancy: [USD]

Overheads and contingencies: [USD]

Note: attach detailed Excel budget as Annex.

1. Risk Assessment and Mitigation

* Key risks (examples):

Technical risk: prototype may not meet specs — Likelihood: Medium — Mitigation: iterative testing, fallback design

Regulatory risk: certification delays — Likelihood: Medium — Mitigation: early engagement with cert bodies, use of local partner

Market risk: low adoption — Likelihood: Low/Medium — Mitigation: pilot customers, value-based pricing

IP risk: disputes on ownership — Likelihood: Low — Mitigation: clear IP clauses in MOU/consortium agreement

* Risk register: (for each risk, indicate owner, likelihood, impact, mitigation plan)

1. Regulatory, Export/Import and Legal Compliance

* Regulatory requirements in target markets:

[List required certifications/standards and plan to obtain them]

* Export controls and sanctions considerations:

[Confirm compliance checks and export license plans]

* Data protection and privacy (if applicable):

[Describe data processing, storage, and cross-border data transfer compliance]

1. Sustainability and Socioeconomic Impact

* Economic impact:

[Jobs created, export potential, value-added locally]

* Environmental considerations:

[Energy efficiency, recyclability, life-cycle impacts and mitigation]

* Social impact and capacity building:

[Training, knowledge transfer to local partners, gender/inclusion considerations]

1. Annexes and Attachments (list)

Annex A: Detailed budget (Excel)

Annex B: Gantt chart (detailed)

Annex C: CVs of key team members

Annex D: Letters of support / LOI / MOU from foreign partner(s)

Annex E: IP documents (patent applications, disclosure)

Annex F: Pilot site agreements / customer letters

1. Declarations and Signatures

Declaration:

The Lead Organization hereby declares that the information provided in this proposal is accurate to the best of its knowledge, and that it commits to implement the project according to the terms described, subject to the approval of funding and signing of required agreements.

Authorized Signatory:

Name:

Position:

Date:

Signature: