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| --- |
| [Insert Company Logo Here] |
| Project Title (Product Name: Product description) |
| A Proposal Submitted to the ITAC Collaborative Research Fund as a [PDP] |
|  |
|  |

[Signature]

[Company Legal Representative]

[Title]

[Signature]

[Principal Investigator’s Name]

[Title]

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# Disclosure Statement

Please use this part to share with the ITAC Program any information relevant to applications filed by the project team to other funding agencies (local or international), before or during the processing of this proposal by the ITAC. If previous funds were received for a project in the same technology, the project team should state this here and provide the details of the deliverables of the funded project in an appendix to this proposal.

If there are none, please use the following statement in this section:

“The applicants of this proposal confirm that the deliverables of the proposed project have not been achieved before the time of submitting this proposal and, if approved for funding, will be genuine outcomes of the proposed project. No applications have been filed by the project team to any other funding agency, local or international, within the broad scope of the technology under investigation in this proposal.”

# Proposal Ownership

Please use this part to clarify who initiated the proposal idea and who is thus its owner. In case the partnership did not succeed, this part should clarify the rights of the owner to seek another partner and resubmit the proposal in another round. A suggested statement:

“The applicants hereby attest that the proposal idea was initiated and owned by [Choose the name of PI or the ICT company]. In the unfortunate case where the partnership ends, the [specify] has the right to seek another partner and resubmit the proposal in the same or a subsequent round.”

# Consent Statement

“The applicants are aware that the proposal evaluation process involves sharing the proposal documents with the assigned technical reviewers. Also parts of the proposal may be shared with other funding agencies as part of coordination and integration activities in case of similarities with other projects conducted by the project team members.”

# Statement for Non-Plagiarism

The contents of this proposal are prepared and presented in accordance with the non-plagiarism practices and ethical conduct known within the research community. The applicants of this proposal hereby attest of this proposal is their genuine writing, including due referencing to relative sources with no verbatim copy of material (including previous works of the applicants). The applicants are also aware that violation of such practices may result in blacklisting the applicants, i.e., automatic rejection of any future proposals, and notification of their institutions with such conduct.

# Abstract (less than 250 words)

The Abstract is a one-page summary of the proposal. It may consist of three paragraphs. The first paragraph describes the general discipline the proposal falls under and its relevance to the ICT. The second paragraph lists the specific deliverables/outcomes of the proposal. The third paragraph should articulate the potential national, international, and industry-wide impact of the proposal outcomes.

Note that the Abstract will be used in the reviewer selection and should thus allow the ITAC team to easily identify the domain of the proposal as well as allow the potential reviewers to figure out whether the proposal lies in their field of expertise or not. This will save considerable time in finalizing the reviewer selection stage of the proposal evaluation process.

Applicants should have the Abstract in the proposal body (as is the case with this template) **and also as a separate file** as per the submission instructions given in the Applicant’s Guide.

# الملخص (أقل من 250 كلمة)

يحتوي هذا القسم على ترجمة دقيقة ومعبره لما تم ذكره بالغة الإنجليزية في الفقرة السابقة. برجاء ملاحظة انه إذا تم اختيار الاقتراح للتمويل، فسيتم تضمين هذه الترجمة في العقد وبالتالي لابد من صياغة هذه الفقرة لتكون واضحة ومفيدة للقارئ العام.

# Impact (Should not exceed two pages)

This section should clearly and concisely demonstrate the significant value proposition for ITIDA in funding this proposal.

As a more elaborate version of the Abstract, the first part of this section should clearly state the **scope and focus** of the proposal, and identify a clear market need or gap.

The second part of this section should explain concisely the research topic. Given that the ITAC funds only ICT research-based projects, this part must clearly demonstrate the research component's integral role in the product development process, and must describe the product's starting point, its envisioned end-state, and how the proposed research will contribute to achieving this goal. It is mandatory, to provide evidences for all claims by citing recent relevant research publications. Furthermore, in this part, the applicant needs to identify other similar products, and articulates the advantages of the proposed one with respect to the existing ones. This part should conclude with potential national and international impact that the proposal outcome may have.

The third part of the Introduction should introduce the project team, with a very **high-level description of their roles** or simply their titles in the project hierarchy, and the percentage time-dedication to the project. Also, this part should answer the questions: Why this team of researchers? The answer to these questions should be supported by a brief background of the project team, previous relevant experience supported by reference to relevant publications should be made. Also, the applicant should mention the line of activities/products of the company and how they are related to the proposal. Detailed resumes of the project team and the company profile should be sent in separate files according to the instructions in the Applicant’s Guide.

**All over the proposal,** applicants are advised to summarize or present their ideas using flowcharts, tables, pictures, figures … etc. Proper numbering and referencing of these tools is a must. Some practices should be avoided in this respect, since they are a major shutdown to reviewers:

1. No citations of previous work by the project team or other teams.
2. Reporting numbers or statistics without mentioning the source.
3. Including figures or pictures without referring to them in the text.
4. Inaccurate captions for figures or tables, or forgetting to refer to the source in the caption.
5. In general, poor writing and linguistic mistakes. Proof-reading the proposal is a must before submitting it.
6. Excessively long proposal, with repeated material and/or material known to any expert in the topic.

# Industry/Market Analysis

## History and State-of-the-Art

This part should report the evolution of the existing similar products and the current state-of-the-art. Updated references, sources, statistics … etc are required to show the importance of the proposal and its relevance to the ICT industry.

## Industry and Market Analysis

Competitors, local and international, their market share, and the features of their products/solutions, and … etc. are expected to be found in this section. Summarization of the different features in a table is recommended to allow the reader to assess the properties of the available products/solutions. Also, it is expected that the applicant will conclude this section by formulating the problem and identifying/determining the needs/gap present in the market.

## Features of the proposed product/solution

This subsection should include the features of the proposed product/solution that will meet the current needs, fill the gap and give it an edge as compared to other products/solutions.

## Marketing Strategy

In light of the above subsections, a detailed account of the marketing strategy should be given.

# Statement of Proposed Research

This section should provide a comprehensive overview of the research topic. It must clearly articulate the significance and necessity of this research within the context of product development. The applicant should demonstrate how various research approaches have yielded diverse outcomes. Finally, this section should explicitly state the research problems that will be addressed within the scope of this proposal. All statements should be supported by recent and relevant scholarly citations, following standard academic referencing practices.

# Detailed SMART Objectives/Deliverables

Quantitative description of the project objectives and deliverables, **with clear measures of success and KPIs**, should be found in this section.

# Methodology and Execution Plan

Before reaching this section, the reviewer should have formed a clear idea about the proposal topic and deliverables. This section should address the question of how the project output will be developed.

## The Starting Point: [Proof-of-Concept/Prototype]

A very important part of the proposal is a clear description of the project starting point, which should be presented in this subsection. In this sub-section, the applicant needs to provide preliminary results, links to proof of concepts and/or prototypes.

## Technical Methods/Approaches

To proceed from the starting point to the project output, certain methods/approaches will be adopted, upon examining a variety of other possible approaches. It is suggested to include a block diagram of the whole system that is to be developed or of which parts will be developed. A clear technical description of the chosen techniques, algorithms is expected to be reported here with justifications of adopting them.

## Work Packages and Reporting Scheme

With the clear description of the project starting point and the technical methods, distribution of the project tasks over the project team should be provided. The reporting scheme necessary to guarantee smooth flow of the execution plan should be given.

## Milestones and Gantt Chart

The ITAC funds projects on a milestone-by-milestone basis. A milestone is typically 4 or 5 months. The project plan is expected to be divided among each milestone, with clear deliverables at the end of each. Notice that the milestone will serve as a checkpoint for the success of the project. Thus, clear measures of success at the end of every milestone should be indicated. Typically, a Gantt chart is used to summarize the execution plan flow.

## SWOT Analysis and Mitigation Plan

The project team should be aware of the strengths, weaknesses, opportunities and threats of the project. This should be illustrated in this section. A mitigation plan should follow the SWOT analysis.

# Resources

Detailed description of features of the equipment that will be used in the project and justification for needing them may be given in this section. Distribution of these resources over the milestones may also be given. This section may be combined with other sections if the applicant sees it is better to do so.

# Budget

## Distribution by Item and by Milestone

**Please insert the budget template, which is on the ITAC CFP website.**

## Projected Income/ROI/Financial Plan

A financial plan should be given with forecasted income, break-even point definition … etc. A clear justification and explanation of how the income is calculated should be given.

# References

List of the references cited in the proposal body. It is suggested to divide this part into two sections, one for the cited publications/patents of the project team, and another for other citations.

# Appendices

As with any report, proposal or manuscript, technical parts with no impact on the flow of the proposal writing should be provided in an appendix for the interested reader to refer to at his own discretion.

# Biographies

The project team should give detailed resumes (maximum two pages) along with the company profile as indicated in the submission instructions (refer to the Applicant’s Guide) in separate files. However, one may provide extracts from the resumes that are relevant to the proposal topic for quick reference of the reviewer in this section.