

## LICENSING ANALYSIS EXPOSÉ

*Please provide the answers in English. We do not require academic English but clear and comprehensible language. The answers do not have to be long and you are welcome to include business plans, FDays presentations or other relevant information. Please focus on the most important elements and avoid too many technical details. Please do not exceed 5 pages DIN A4 plus appendices.*

### A. General technology description

1. Please describe your technology.
2. What is the customer problem that you are solving?
3. What does the solution to this customer problem look like?
4. Is your technology ready to be presented and/or delivered to your potential clients? Can you give it to the customer to 'play with'?
5. If your technology requires further development, please briefly explain what has to be done, how much time and funding this work requires.

### B. Market and Distribution

1. Please describe your perfect customer. If you can, use company names and job titles of your ideal target customer(s).
2. Please describe any key global players that are already servicing these customers. (Competitors)
3. How big is the market for your technology? E.g., the number of sold units, turn-over.
4. Please describe how licensing your technology will enable these key global players to make more money. (Value proposition)
5. In which ways are your technology/products better than the existing ones? (Competitive advantage)
6. How does your technology get delivered in the form of a product or service?
7. Please provide a list of companies (names and titles) you have spoken with.

### C. Legal protection of technology

1. How have you protected your technology (e.g., patents, secret know-how, proprietary source code)? Have you protected what you really offer?
2. For software-only and software-based technologies: Is your program difficult to imitate/replicate? How long would it take to write a similar piece of software to achieve the same purpose/functionality? [nachprogrammieren]

### D. Participation in FFL

1. Please name team members with their professional background/bios.
2. Will all members of the team stay at Fraunhofer for the duration of the program, i.e. the next 12 months (April 2018 - April 2019)?
3. What can you or we do to make your participation in the Program successful?
4. Have you participated in the FDays Program organised by Fraunhofer Venture (Thorsten Lambertus)?

Thank you very much for applying to the FFL Program.