

GLOBAL CLEANTECH INNOVATION PROGRAMME – Guideline to Complete Online Application

1. INTRODUCTION

This document is a guideline for Online Application form to apply for the Global Cleantech Innovation Programme (Business Accelerator Programme). The purpose of the guideline is to assist applicants to answer the questions correctly and in details.

YTIP online application for 2019/20 Call for Applications is available at <http://gms.tia.org.za/funding/> and named **CC19_GCIP**.

2. BACKGROUND TO GCIP

GCIP aims to address the most pressing energy, environmental and economic challenges of our time through promoting clean technology innovation and supporting Small and Medium-size Enterprises (SMEs) and start-ups.

The purpose of GCIP is to assist SMEs and start-ups to de-risk their business and getting their product/technology viable and commercial ready.

GCIP is a business accelerator programme and does not necessarily give funding but awards the top performers at the end of the programme with monetary value of up to R 150 000.

The services below are offered during and/or after the programme.

Training and Mentoring

- Entrepreneurs engage subject matter experts in a 25 session series of Business Model Training Webinars and gain access to our Mentor Programme

Access to Capital

- Entrepreneurs have an opportunity to be introduced to other TIA funding instruments as well as external stakeholder's funding/support opportunities.

Showcasing

- Promising entrepreneurs have a chance of showcasing opportunities at the National Gala Event.

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- Promising entrepreneurs might be selected for sponsored exhibition opportunities as identified and introduced by stakeholders.

Cash Prize

- Top performers will win prizes that are a combination of cash grant and/or in-kind services.
- National winner(s) have the opportunity to attend the International Global Forum.

3. GCIP ASSESSMENT CRITERIA

Applications for the Global Cleantech Innovation Programme will be assessed against the following criteria:

- Be new and ground-breaking or incorporate adaptation of existing technologies; or use existing technologies in unique applications
- Have protectable Intellectual Property
- Demonstrate a feasible concept and product with potential for commercialisation
- Technology stage: Proof of concept up to pre-commercialisation
- Team size: At least two people, one of whom is a SA citizen or legal alien

4. DEFINITIONS

Technology is an application of scientific knowledge (or indigenous knowledge) to solve a problem. Technology and science work together to accomplish a specific task or solve a particular problem. The application of technology results in products/services/processes.

Innovative idea refers to a new or improved idea (invention and creativity) that could replace old concepts or products/services/processes with new or better ones.

Competitive solution refers to an offer that is better against competing products and offers an attractive value for money proposition to its buyers. Products compete directly or indirectly based on their characteristics.

- direct competition: competitive products provide the same benefits to the customer and are aimed at similar target markets, for example: Coke and Pepsi.
- indirect competition: substitute products allow the customers to achieve the same benefit using different technology, for example: regular pencil and mechanical pencil.

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Intellectual Property

Intellectual property (IP) refers to creations of the mind, such as inventions; literary and artistic works; designs; and symbols, names and images used in commerce. Four common forms of IP are:

- **Copyright** is rights that creators have over their literary and artistic works such as books, music, paintings, sculpture and films, to computer programs, databases, advertisements, maps and technical drawings.
- **Patent** is an exclusive right granted for an invention a patent owner with the right to decide how - or whether - the invention can be used by others.
- A **trademark** is a sign capable of distinguishing the goods or services of one enterprise from those of other enterprises.
- An **industrial design** constitutes the ornamental or aesthetic aspect of an article. A design may consist of three-dimensional features, such as the shape or surface of an article, or of two-dimensional features, such as patterns, lines or color.

5. GCIP ONLINE APPLICATION

The GCIP Online Application consists of three (3) sections:

- Section 1: Applicant & Organisation
- Section 2: Project Details
- Section 3: Uploads

Note:

- Please complete all **THREE** sections of the application form by clicking on the tab corresponding to the section.
- Click **Save** frequently to ensure information entered is saved.
- Also complete the **Declaration**.
- Ensure that **Certified ID Copy(ies), Indemnity form and IP Audit Assessment form** are attached in **Section 3: Uploads**.
- **The indemnity form does not guarantee that you automatically made it on the programme as screening will still be done and you will be notified if you are successful.**
- Once all three sections are complete, click **Validate** to check for incomplete fields.
- Once Validation is done, ensure that the application is submitted to GCIP by clicking **Submit** before the closing date of the Call for Application.

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Warning:

- Application not accompanied by ID copies, Indemnity form and IP Audit Assessment Form will be **automatically rejected**.
- Without clicking **Submit**, your application will not be received and assessed by GCIP.

6. GUIDELINE TO COMPLETE THE APPLICATION

SECTION 1

- You may only add a colleague or contact person only if they are registered on the system.
- **NB:** Colleagues and other members only need to register and not create another application

Colleagues/Contact Person(s) with access to online application form

People added to this table will be given a login and password (these details will be emailed) to the online portal and will have access to this application form. Please note that these individuals will be able to edit and submit this application form.

Add Colleague

There are no colleagues for this application.

Contact Person(s) with NO access to online application form

People added to this table will **NOT** be given a login and password to the online portal and will **NOT** have access to this application form.

Add Contact Person

There are no contact people for this application.

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SECTION 2

Project Duration

Project start date: The date when your start-up company was started

Project end date: The date when you expect to commercialize

Project Duration	
Project Start Date*	<input type="text"/>
Project End Date*	<input type="text"/>
Duration	
Duration will be calculated on Save	

Proposed Technology Innovation

1. What problem/opportunity does your technology innovation aim to address (Max 250 words)

Problem Definition: a clear concise description of the problem that needs to be addressed by your product (not your technology).

- Describe first the problem you solve, then your product (not the technology). Lastly (but separately) describe your technology and how it enables your product to do what it does.
- What is the specific (no generalities please) problem or “pain” your product addresses? (Focus on the problem, not the product)
- What specific type of customer has the problem/pain? (Again no generalities please)
- What is the impact of the problem? (Quantify the impact)
- Who are affected by the problem?
- What will happen when it is fixed? Why is it important that the problem is fixed?
- What is currently used to solve the same problem?

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2. What is the technology innovation in your proposed solution (process/product/service), to address the opportunity described above? How is the technology innovation different or unique?

- *What technology enables the product to do what it does?*
- *How is it a new or improved technology?*
- *Who are your competitors and how is your offering better than theirs?*
- *What specific features are different about your solution compared to the competitors' solutions?*
- *What elements of your technology are unique compared to the technologies of the competitors?*

3. At what stage of development is your offering?

Choose the appropriate stage from the list below (Please note that GCIP accepts proposals for technologies that are at “proof-of-concept or Early alpha prototype**” stage up to “**pre-commercialization**”):**

- **Concept:** *this is the beginning of inventing a practical application of the technology. The application is speculative, and there may be no proof or detailed analysis to support the assumptions.*
- **Early alpha prototype:** *the development process of the technology begins with the “**proof of concept**” stage to determine if the concept is possible. Once the concept’s positive potential is established, an **alpha prototype** is produced as the first version of the product. It is primarily used for testing feasibility of the main features and design aspects early in the process. Those elements that feasible are passed on to the beta stage.*
- **Beta testing:** *a beta prototype is a more or less functional version of the product, however, there are generally still bugs and design issues yet to be worked out at this point in the process. Beta prototype is not yet fully operational or ready for production.*
- **Commercial pilot:** *a pilot plant is a small industrial system (typically smaller than full-scale production plant) which is operated to generate information about the behaviour of the system for use in design of larger facilities. This is a pre-commercial demonstration to prove that the technology works in its final form and under expected conditions. This is a “**pre-commercialization**” stage.*

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- **Commercial ready – not yet deployed:** *the technology in its final form is ready for commercial deployment; however, the technology is **not yet deployed**.*
Commercialization is the process of introducing the technology into the market. This stage includes preparing for financing, and implementing full-scale manufacturing and marketing activities, entering into partnerships and developing channels for distribution.
- **Actively deployed and generating revenue – not yet profitable:** *the technology is launched commercially, marketed to and adopted by a group of customers; however, the sales have not yielded profit.*
- **Actively deployed and generating revenue – profitable:** *the sales are yielding profit.*
- *What specific help will you require to complete the prototype? the pilot? The commercially ready product?*

Market and Commercial (Maximum 250 words)

7. Define the target market in detail, i.e. Who are the intended customers? Who will buy the product/process/service? Distinguish, if appropriate, between customers and actual end-users.

Based on the problem you are solving:

- *Describe the initial target customer segments market(s) for your product and how you plan to reach them*
- *How do you characterize specifically (no generalities please) the initial target customer segment and all possible secondary customer sub-segments THAT HAVE THE PROBLEM YOU ARE ADDRESSING AND THAT YOU DESCRIBED ABOVE?*
- *Why do you think that initial target segment will be the first to buy your product and why do you think you can penetrate that segment rapidly?*
- *Why do you think secondary markets will be penetrable after the initial markets?*
- *What are the names of specific prospective customers within that target customer segment?*
- *What is the estimated size of that specific initial target customer segment and of*

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the most likely secondary customer segments?

- *How will you scale your sales from the initial customer to many subsequent customers?*
 - a. *What channels of distribution will you use?*
 - b. *What other means will you use to reach more customers and grow your sales volume?*

11. Potential impact of your product

- *What quantitative value will your solution provide to customers in the target segment(s)?*
- *What environmental value does your product bring to your customers and society with respect to the sectors below?*
 - a. *Quality of air, water, public health and wildlife*
 - b. *Usage of water, energy and land*
 - c. *Global warming emissions*
 - d. *Reduction of waste*

13. Have you presented (or sold) your product/service to one or more prospects or customers?

If yes

- Describe customer reaction to your product so far. Have you presented (or sold) your product/service to one or more prospects or customers?
- If so, what reactions have you noted? What have been the main comments questions, compliments and/or objections from customers or potential customers?
- Does it specifically address their specific problem or pain? If so, do you have a committed pilot customer? If not, why not?
- Do they want features other than those you propose?
- Have any customers said they will buy your product?

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Team

Team Member Details

- *Please add all members that will be involved in the Programme if the main member is not available.*

SECTION 3

GUIDELINE TO COMPLETE “SECTION 3: UPLOADS”

- **Upload Certified ID Copy(ies) of the Main Applicant and or Team Members.**
- **Download the indemnity and IP Audit Assessment form from the system (circled in red below).**
- **Upload the Indemnity and IP Audit Assessment forms**

UPLOAD DOCUMENTS

CC19 SOI GCIP CC19_GCIP/1018 | 7118/01
Cleantech

[Print read only applicati](#)

Sector: EEFF - Energy efficiency Funding window: Core TIA Funding

DECLARATION VALIDATE S

The following file types can be uploaded: **doc, docx, xls, xlsx, pdf, ppt, pptx, dta, sav, txt, tc, msg, oft, html, zip, rar, jpg, tif, png, gif**.
Please note that the maximum file size is **25MB**.

Download the following documents; complete them, and upload again to this page in the appropriate section below.

[GCIP Indemnity Form for Participants](#)
[GCIP IP Audit Assessment](#)

< Download the forms here

- **Upload any additional information that may be useful in explaining the proposed technology/solution.**