

**Title of the innovation**

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**Problem(s)/Context:**

*Please describe the problem(s) solved by your innovation in few sentences (no more than 100 words). This should include the context, the problems, what may trigger your target clients to choose/change to your innovative solution.*

**Leader…………………………………………………………………………………………**

Contacts:

*Email, Phone number, Institute, etc.*

**Innovation Unique Selling Point (USP):**

*End with a Unique Selling Point characterising your innovation (one sentence). The reason why it will be a game changer for the industry and society.*

**Top features of the innovation:**

1. ……

2. ……

*Please describe here the innovation (no more than 100 words). What does it do? How is it innovative? What differentiate you from existing solutions? How is your solution solving the problems described before?*

**Impact:**

*Please describe here what you aim to achieve with this innovation (no more than 100 words). What will be the benefits to the customers? What will be the benefits for the society? How do you plan to apply your solution?*