Open Call for Innovation – One page pitch

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| 1. **About us** | |
| Company Name:  (50 characters) |  |
| Company address  email address telephone number  (150 characters) |  |
| 1. **Our idea in a sentence** | |
| High-impact, attention grabbing single statement covering the aim of the proposal (Narrative, 150 characters with spaces) | |
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| 1. **Who will benefit from our idea and how** | |
| Outline how your idea will be of benefit to defence and/or security. You do not need to specific at this stage about particular partners. (Narrative, 400 characters with spaces). | |
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| 1. **What makes our idea different** | |
| Explain how your idea differs to what is being done now or what is being planned for the future, and how those differences are of benefit. (Narrative, 600 characters with spaces) | |
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| 1. **What we will deliver** | |
| Outline broadly what your project will deliver, such as whether it would be a report, a proof of concept demonstration or a final product/service. (Narrative, 600 characters with spaces) | |
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| 1. **When will we deliver it** | |
| Explain how long you think you would need to complete your proposed work, with some indication of the funding you might require. (Narrative, 500 characters with spaces) | |
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