**BEFORE YOU BEGIN:**

To submit a proposal to one of DIANA’s open Challenge topics, you must first register on the [Application portal](https://www.nato-diana.org/s) and obtain login credentials to create an account. Once you create an account and log in, you will be directed to complete a form requesting company and contact information. Please ensure that any information requested in this proposal submission, such as company name and proposal title, are the same as the ones entered on the application portal registration page. You can link back to your application profile at any time by clicking [My Application](https://www.nato-diana.org/s/individualapplication/IndividualApplication/Default) to verify.

**INSTRUCTIONS**

**Please read these instructions carefully before completing your application. Proposals that do not comply with these instructions or that are not complete will not be accepted. All proposal packages must contain a Proposal document AND a Quad Chart.**

* **Your completed document must be no more than four total pages, two pages of which are reserved for your proposed technical solution.** (The instruction page does not count toward this limit)
* **The proposal is divided into 7 sections, with guidelines provided for the approximate length of each section.** You may modify the length of each section EXCEPT the proposed technical solution, which must occupy two pages. Use the embedded **blue prompts** to guide you in filling out each section. Do not alter the order or organization of the sections.
* Complete this entire template using an **11-point font size in the Calibri font**. **Do not change this document’s margins or alter its format.**
* **Once your proposal is complete, delete the Instruction page and save this file as a PDF document.** Your file will be renamed for sorting in our database, and you will be able to download the renamed document from [My Application](https://www.nato-diana.org/s/individualapplication/IndividualApplication/Default).
* **To submit your proposal, upload via the designated box on the Application registration portal page corresponding to the Challenge problem you are addressing.**

**GENERAL GUIDANCE**

DIANA Challenge calls for proposals are likely to receive many submissions. Our aim is to uncover new ideas and companies with potential disruptive impact as we seek to address critical defence and civilian needs. As you complete this proposal template, keep in mind the following:

**• Be clear in your language in explaining what problem you are trying to solve.**

**• Be specific in describing why your proposed capability is unique or disruptive.**

**• Be mindful to address both the civilian and defence applications described in the problem statement.**

*All proposals should only contain information in the public domain. In submitting a proposal, the company asserts that the material contained therein is in compliance with its nation’s export control provisions.*

**All blue text should be DELETED prior to saving and submitting your final proposal, including the page-length guidance at the right side of each section header.**

**PROPOSAL TITLE:** (same as entered on application registration portal)

**PART 1: ABSTRACT** 1/8 page

A short summary of your solution in one paragraph. Think of this as a written “elevator pitch”.

**PART 2: RELEVANCE TO THE CHALLENGE TOPIC** 1/2 page

A challenge topic may be broad and include multiple problem areas and potential applications. Solutions may address one, some, or all the challenge topics. Describe the aspects of the challenge that your solution intends to address. Please be specific. Knowledge of defence and security operational uses is helpful but not required.

**PART 3: TECHNICAL SOLUTION** **2 pages**

This is the core of your proposal submission. Describe in as much detail as space permits your technical solution to the challenge topic, keeping in mind not to include sensitive or proprietary information. Explain which [emerging and disruptive technologies](https://www.nato.int/cps/en/natohq/topics_184303.htm) are part of your solution? Explain what is novel about your innovation. Support any performance claims (such as power consumption, data rate, sensitivity, etc) and knowledge about the current state of development of your proposed technology solution with references. Footnotes are acceptable but they are included in the page count.

**PART 4: DEVELOPMENT ROADMAP WITH RISKS & MITIGATIONS** 1/2 page

Provide an estimation of your solution’s current technology readiness level (TRL) and how this DIANA grant can enable you to further develop your solution into a demonstrable and/or deployable capability. What key milestones are achievable in 6 months? What about after 1 year or longer? Please identify key risks (technical and otherwise) associated with achieving these milestones and how you propose to mitigate these risks.

**PART 5: COMMERCIAL ANALYSIS** 1/2 page

Make the case that your product or capability can be commercially viable. Tell us what you know about the current state of the market for your solution. Describe, at a high level, your go-to-market strategy or your intended target markets for scaling (including the defence sector, if that is already part of your strategy). Do you have investment and existing industry partnerships?

**PART 6: INTELLECTUAL PROPERTY, PATENTS, AND PUBLICATIONS** 1/8 page

Please briefly list the most relevant IP or publications that you or your company have created that relate to the proposed solution. Please cite as you would in a bibliography.

**PART 7: USE OF GRANT FUNDS** 1/4 page

Please describe how you intend to use the €100,000 grant awards, noting that all funds must be expended in support of the DIANA Challenge programme objectives and directly related to the solution you are proposing in this submission.

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| --- | --- | --- |
| **Expense category** | **Estimated 6-month expenditure (Total = €100,000)** | **Comments, if any** |
| Salaries |  |  |
| Major equipment, computers, material |  |  |
| Software, compute-resource access, data sets |  |  |
| Travel to proposal-related activities |  |  |
| Other (legal consultation, IP filing, testing & evaluation, etc) – please list in Comments |  |  |