



Innovate2BeatCOVID

Please Note: This is only a **Sample Application Form**. This form cannot be used to submit applications for the MIF Innovate2BeatCOVID 2020. All applications need to be submitted via the online application form which is hosted on www.maricoinnovationfoundation.org only. Entries sent via this offline application will be deemed **invalid** and will **NOT BE CONSIDERED** as valid applications for the Challenge. The Foundation is not responsible for any such applications submitted.

General guidelines:

1. Applications can be made for two products:
 - a. Ventilator / other respiratory solution
 - b. Personal Protective Equipment

The challenge may expand to other items of critical need, as the pandemic progresses, in consultation with medical experts
2. Criteria for evaluation will be dependent on the category under which it is filed:
 - a. Simple
 - i. Easy and quick to deploy on site
 - ii. Easy to operate (healthcare workers can be trained quickly)
 - iii. Easy to scale up operations
 - b. Cost-effective by several folds compared to currently available solutions in the market, with high performance
 - c. Safe and compliant with required medical standards
3. This is a dynamic challenge, where the call for solutions and the prizes could evolve as the critical medical / healthcare needs of the country and the pandemic scenario unfolds in India.

Organization Details and Innovation Overview

1. Organization details

- 1.1 Name of organization*
- 1.2 Broad Industry of Organization*
- 1.3 Month and year of registration of the organization
- 1.4 Number of employees
- 1.5 Postal address*
- 1.6 Headquarter location*
- 1.7 Website link
- 1.8 Name of the founder and/or the director/s
- 1.9 Contact detail of the founder- E-mail :
Phone Number :
- 1.10 Which product are you applying for?
 - Ventilator / other respiratory solution
 - Personal protective equipment

2. Contact details

- 2.1 Name of primary contact person*
- 2.2 Designation*



- 2.3 Email address*
- 2.4 Contact number*

3. **Overview of innovation**

- 3.1 Describe the innovation briefly (main idea, key processes involved in innovating). Please specifically cover aspects related to novelty and distinctiveness*
- 3.2 How different and one-of-its-kind is the innovation (Choose 1 of the below) –
 - 3.2.1 New to the world?
 - 3.2.2 New to India?
 - 3.2.3 New to your or a certain industry / area of operations
 - 3.2.4 Unique in any other way.
*Please specify if “Unique in any other way”
- 3.3 Is the innovation patented? –
 - i. Yes, multiple countries’ patent approved
 - ii. Yes, India patent approved
 - iii. No, patent pending
 - iv. No
*Please specify patent details including novelty claims
- 3.4 What are the similar alternatives to the innovation currently available globally and in India? In which aspects, is your solution superior to state-of-the-art products in the market? Please quantify, where possible.
- 3.5 Please describe if the innovation was carried out internally or in partnership with other organization/institution?
- 3.6 Has the product been verified by an **external agency**? (Yes / No). If yes, please provide the relevant reference (link/ attachments)
- 3.7 What are the key features/ functions of the product
- 3.8 What are the safety measures in the product
- 3.9 Who is needed to use this product? What are the qualifications required – this is to assess how easy is this product to use
- 3.10 What are the monitoring measures in the product
- 3.11 What is cost of manufacturing per unit, price per unit
- 3.12 At what scale will cost of manufacturing drop significantly, and to how much?
- 3.13 How will the product be used by doctors. Please highlight difference in usage / new behaviour needed vs currently available products?
- 3.14 How will the product be used by healthcare workers. Please highlight any difference in usage / new behaviour needed vs currently available products?
- 3.15 How will the product be used by patients. Please highlight difference in usage / new behaviour needed vs currently available products?

4. **Other**



- 4.1 How did you hear about the Grand Challenge? (Choose one or more) *
- Print Media (Newspapers / Magazines)
 - Electronic Media
 - Social Media
 - Email from Marico
 - Phone Call
 - Website / Search Engine
 - Family / Friend
 - Business Associate / Networks
- 4.2 Please specify any previous awards, grants, challenges, nominations, or COVID-19 related competitions won by the innovation.
- 4.3 Have you raised funding* from external investors?
- Yes
No
- 4.4 If yes, please share funding details
- 4.4.1 Month and year
- 4.4.2 Investor(s)
- 4.4.3 Amount raised
- 4.4.4 Valuation
- 4.5 What support do you need to commercialise / scale your solution? Please be as specific as possible
- 4.6 Please attach a document that explains the product and its usage, with images
- 4.7 Please attach any other information that has not been covered in the form and is relevant to the selection criteria of the challenge

For any clarifications or queries please reach out to
E-mail: mif@marico.com