INNOVATION & STARTUP BUSINESS CASE TEMPLATE

For market-oriented environmental technologies, products, services and software

Concept / Project Title	
Target Market / Country	
Version / Date	

Applicant / Concept Owner: _____

Email: _____

Other Co-originators / IP Owners (if any): _____

CONFIDENTIALITY & INTELLECTUAL PROPERTY

Submitting this template does not transfer ownership of the idea or any pre-existing IP to EnviroTechno. The original concept and pre-existing intellectual property remain with their respective owner(s), unless otherwise agreed in writing.

Information will be handled confidentially for evaluation and collaboration discussions. Any ownership of new jointly developed IP, commercial rights, revenue-sharing or other terms will be agreed separately in writing before substantial joint development.

ONE IDEA ONLY

Select one specific opportunity. The goal is to prove that it can become a real, sellable solution with a credible customer, business model, pilot and route to revenue.

Idea Ownership, Confidentiality and Future Collaboration

EnviroTechno recognises that applicants may share original concepts, technical knowledge, business ideas, data, methods and other potentially valuable information through this template.

Pre-existing ownership

Any idea, invention, know-how, data, design, software, method, document or other intellectual property that existed before submission remains the property of its original owner(s). Submission of this form does not assign or transfer such ownership to EnviroTechno.

Confidentiality

Information provided through this template will be handled confidentially by EnviroTechno for evaluation, project development and collaboration discussions. Access should be limited to relevant team members and, where necessary, potential partners involved in assessing the concept.

Future jointly developed IP

If EnviroTechno and the applicant subsequently work together to develop a prototype, software, technology, dataset, methodology, patentable invention or other new intellectual property, ownership and usage rights will not be assumed automatically. These matters will be defined in a separate written collaboration, consortium, IP or commercial agreement before substantial joint development begins.

Funding and commercialisation

If the concept progresses to a grant application, pilot, investment, licensing arrangement or commercial product, the responsibilities of each party, project leadership, financial arrangements, revenue sharing, IP rights and other relevant terms will be discussed transparently and documented separately.

Applicant acknowledgement

By submitting this template, the applicant confirms, to the best of their knowledge, that they are authorised to submit the information provided and have identified any known third-party ownership or restrictions where relevant. Completion of this template does not itself create an employment relationship, partnership, investment commitment or transfer of intellectual property.

Name: _____

Date: _____

Signature (optional): _____

How to use this template

This template is intended for people who want to bring an innovation or startup concept into an EnviroTechno collaboration. It focuses on the parts that matter for commercial viability, pilot development and funding readiness. Company-registration details and personal biography are intentionally excluded.

Guidance: A strong concept should answer four questions very clearly: What problem are we solving? Who will pay for the solution? Why is our solution meaningfully better? How can we prove it and turn it into recurring revenue?

Evidence standard

- Use numbers wherever possible: market size, waste volume, water demand, price, cost, yield, energy use, carbon value or customer savings.
- Distinguish facts from assumptions. Cite the source of important market, technical and regulatory claims.
- Name realistic customer segments and, where possible, specific organisations that could be interviewed or approached.
- Grant funding should support validation, development or piloting; it should not be the long-term business model.

1. Executive business case

1.1 What is the specific opportunity?

Describe the opportunity in 3-5 sentences. State the problem, target market and proposed solution.

1.2 What exactly will be sold?

Choose and describe one: physical product, equipment, process, service, software, license, data product, platform, or integrated solution.

1.3 Who is the paying customer?

Identify the economic buyer, not only the end user. Explain who controls the budget and why they would pay.

1.4 What is the strongest reason this can become a successful business?

State the core commercial advantage in one paragraph: lower cost, higher performance, regulatory compliance, new revenue, reduced waste, resilience, carbon value, etc.

2. Problem, customer and market need

2.1 What problem exists today, and how is it currently handled?

Explain the current practice and why it is costly, inefficient, polluting, unreliable, unavailable or otherwise inadequate.

2.2 How large and urgent is the problem?

Quantify the scale where possible (€/year, tonnes/year, m3/year, number of sites/customers, downtime, emissions, disposal cost, etc.).

2.3 Who experiences the problem and who pays to solve it?

Separate end users, buyers, regulators and other decision-makers if they are different.

2.4 What customer evidence do you already have?

List interviews, letters of interest, quotations, operational data, site visits, purchase intent, or other evidence. If none exists, state how you will obtain it.

3. Solution and innovation

3.1 Describe the solution in plain language.

Explain the input, process and output. A non-specialist should understand what the solution does and what the customer receives.

3.2 What is genuinely innovative or different?

Specify what is new: technology, process integration, control logic, material/feedstock use, product quality, deployment model, software, MRV approach, or business model.

3.3 What customer requirements must the final solution meet?

Give measurable specifications: quality, capacity, recovery, purity, emissions, yield, lifetime, accuracy, throughput, reliability, standards, etc.

3.4 Why would a customer choose this solution over alternatives?

Quantify the customer benefit. Where possible, show the economic value created for the buyer.

4. Market, competition and commercial positioning

4.1 What is happening in the target market?

Describe market growth/decline, major trends, policy or regulatory drivers, supply-chain developments and relevant local/national changes.

4.2 Define the first target market precisely.

Country/region, customer type, use case, number of potential buyers and realistic initial beachhead market.

4.3 What is the estimated addressable market?

Show a simple calculation (e.g., number of realistic customers x annual spend, or tonnes x selling price). State assumptions.

4.4 Competitor / alternative comparison

Include direct competitors, substitute solutions and the option of doing nothing. Use objective evidence rather than promotional language.

Alternative	Customer price/cost	Performance	Strength	Weakness	Our advantage	Evidence

5. Business model and route to revenue

5.1 What is the revenue model?

Examples: equipment sale, product margin, recurring service fee, subscription, licence, project-development fee, pay-per-use, offtake, carbon-revenue share, or a combination.

5.2 What will the customer pay and why?

Give an indicative selling price or price range and explain how it was derived from customer value, competitors and cost structure.

5.3 What are the main direct costs per unit/customer/project?

Feedstock/materials, energy, chemicals, logistics, labour, testing, maintenance, hosting, certification, commissions, etc.

5.4 What gross margin could the business achieve?

Provide a first estimate. If uncertain, show a low/base/high range and the assumptions behind it.

5.5 How will customers discover, test and buy the solution?

Describe sales channel, pilot-to-sale pathway, distribution partners and how purchasing decisions are normally made.

5.6 Why can this become repeatable rather than a one-off project?

Explain standardisation, replication, licensing, recurring sales, modularity or other scaling mechanism.

6. International / Netherlands technology-transfer logic (if relevant)

6.1 What exactly is transferred or adapted?

Technology, equipment, process know-how, software, IP, MRV system, operating method, product, feedstock know-how, or business model.

6.2 Why is the Netherlands strategically relevant to this concept?

Identify specific technology, knowledge, suppliers, customers, certification, finance or partnerships that create value.

6.3 Why is the target country/region strategically relevant?

Identify the local problem, feedstock/resource, market, cost advantage, customer base, implementation conditions or distribution network.

6.4 What must be adapted locally?

Climate, feedstock variability, power/water quality, maintenance skills, standards, price point, logistics, culture, language or regulation.

7. Technical feasibility, validation and IP

7.1 What is the current technical maturity?

State what has already been demonstrated (concept, laboratory, bench, prototype, pilot, commercial reference) and provide evidence.

7.2 What is the core technical principle and process flow?

Describe Inputs -> Pretreatment -> Core process -> Quality control -> Output -> Customer use. Add a diagram as an annex if useful.

7.3 What are the three to five most important technical risks?

Rank them by likelihood and impact. Explain how each risk will be tested or reduced.

7.4 What is the IP / know-how strategy?

Patent, licence, trade secret, process recipe, proprietary software/data, supplier exclusivity, brand, or freedom-to-operate analysis.

7.5 What permits, standards or certifications may be required?

Identify product, waste, water, environmental, safety, import/export, carbon, laboratory, construction or sector-specific requirements.

8. Environmental value and sustainability integrity

8.1 What measurable environmental benefit does the solution create?

Examples: waste avoided, water saved, energy saved, emissions reduced/removed, pollution prevented, materials recovered, biodiversity or resilience benefit.

8.2 What environmental trade-offs or unintended impacts could occur?

Consider energy, transport, emissions, wastewater, contaminants, land use, nutrient removal, safety, rebound effects and end-of-life.

8.3 If carbon credits/MRV are part of the model, what is the claim?

State whether the case is carbon removal, avoided emissions or neither; identify the likely methodology/standard and what must be measured and verified. Separate product economics from carbon-credit upside.

9. Pilot / proof-of-concept plan

Guidance: The pilot should reduce the biggest technical and commercial uncertainties. A good pilot has measurable success criteria and a clear decision at the end.

9.1 What will the pilot prove?

Define the critical technical and/or commercial question.

9.2 Where and with whom will it be tested?

Identify a credible pilot site, customer, partner or host organisation.

9.3 What scale, duration and inputs are required?

Throughput, volume, number of users, feedstock/water quantity, operating hours, test period, etc.

9.4 What are the measurable success criteria?

Define numeric go/no-go thresholds for performance, quality, cost, customer acceptance and reliability.

9.5 What deliverables will exist at the end?

Prototype, validated process, certified sample, technical report, LOI, first sale, regulatory result, cost model, etc.

10. Funding request, milestones and financial case

10.1 How much funding is requested for the next stage?

Give one specific amount or a justified range. The amount should be tied to a defined development stage and milestones.

10.2 Use of funds

Cost category	Amount (€)	Purpose	Milestone enabled	Own / partner contribution

10.3 Why is external funding needed now?

Explain the development risk or validation gap that prevents normal commercial financing at this stage.

10.4 What happens after this funding ends?

Describe the next source of cash: customer revenue, paid pilots, investment, licence income, commercial scale-up or follow-on finance.

10.5 Three-year commercial logic

Metric	Year 1	Year 2	Year 3	Basis / assumption
Paying customers / units				
Revenue (€)				
Direct costs (€)				
Gross margin (€)				
Operating costs (€)				
Operating result (€)				
External cash needed (€)				

10.6 What is the break-even point?

How many units, tonnes, customers or projects are required to cover fixed operating costs?

10.7 What are the most sensitive financial assumptions?

Show what changes if price, yield, feedstock cost, energy cost, customer uptake or project duration is 20% worse than expected.

11. Development roadmap and measurable milestones

Use milestones that can be objectively verified. Each stage should end with a decision or evidence.

Stage	Key activities	Deliverable	SMART milestone	Timing	Decision / next step

12. Execution capability and partnerships

12.1 What capabilities are required to execute this concept?

Technical development, operations, sales, finance, legal/regulatory, software/data, certification, manufacturing, local implementation, etc.

12.2 Which capabilities already exist and which are missing?

Focus on the project team and partner network rather than personal biography.

12.3 Which partners are needed and what will each contribute?

Technology provider, customer, university/lab, manufacturer, distributor, municipality, investor, NGO, certification body, etc.

12.4 What concrete contribution is expected from EnviroTechno?

Examples: proposal development, Dutch network, grant identification, market validation, technical integration, partnership building, project coordination.

13. Key risks, assumptions and mitigation

Risk / assumption	Type	Likelihood	Impact	Mitigation / test

Suggested types: technical, market, regulatory, supply-chain, financial, IP, implementation, partnership.

14. Evidence to attach

- Customer/problem evidence (interview notes, letters of interest, operating data or purchase intent).
- Market-size and competitor sources.
- Technical evidence (test data, literature, drawings, lab results, equipment specifications).
- Indicative supplier quotations and major cost assumptions.
- Pilot-site or partner evidence, where available.
- Relevant regulatory/standard information.

- Financial calculations and assumptions.
- IP/patent or freedom-to-operate information, if relevant.

15. Final decision summary

15.1 In one sentence: why should this concept move forward?

State the strongest evidence-based reason.

15.2 What are the three things that must be proven next?

List the three highest-priority validation tasks.

15.3 What is the next decision requested from EnviroTechno Team?

Examples: proceed to customer validation, prepare grant application, identify Dutch partner, develop pilot, stop/reframe concept.