



(your company name)

with SAMSUNG

Samsung Mobile Advance

Applicant Entry Form

Guidelines for Entry form

- **Company Information:** Please include all information we ask for on the Company information page. An email address is especially important so that we may contact you if your proposal is selected to proceed to the pitching stage.
- **Company background info / Core technology and current use cases:** It is good to show if you have key specialist technical staff and to also highlight general background information for your company (such as company size, capability, current products). All of this info can aid our judges to get an understanding of the company capability and technology developments, if you need to use more than the two pages in the outline please feel free to do so.
- **Detailed Proposal for Samsung Mobile Advance(SMA):** Please describe in detail the proof of concept you plan to deliver for Samsung mobile through SMA, it should be clear from the description exactly what the PoC project will deliver for our evaluation at the end of the 6 month funded project. You should also describe the possible benefit for Samsung mobile of this implementation. Again you can use more than a single page to describe this.
***NOTE:** Since our judges are looking for a clear description of the PoC this is the most important section.*
- **Draft Project Schedule:** Please describe the Milestones and expected deliverables during the 6 month project duration. We have found the most successful funded projects use 2-4 Milestones over 6 months and at each stage the deliverable status is clearly defined and the company prepares a short progress report for Samsung. The better proposals we receive generally have well thought plans and sensible milestones

***IMPORTANT NOTE:** Work during the project (leading up to Milestone 1) **should never be** about “feasibility” or “understanding Samsung requirements” – all of this would need to be agreed prior to signing a contract - we would be very unlikely to agree to enter into an SMA contract with a company if it was at all unclear what the contract is for and what project will deliver.*
- Please delete this slide when you apply for SMA.

Company Information

Company name:

Company registered number:

Location:

CEO:

Year established:

Number of employees:

Contact email:

Contact phone number:

Company Background

Company core technology and current use cases

Detailed proposal for Samsung Mobile Advance

Draft Project Schedule

Below is a rough guideline to consider – but feel free to plan project as you wish

- **Milestone 1:** Detailed design and review

- **Milestone 2:** Early working review

- **Milestone 3:** Final results review

- Demo to Samsung Mobile R&D for evaluation

Other support required