

DOORS Proposal template

We ask applicants to use the template below. The following rules must be respected:

The **structure of this template** must be followed when preparing your proposal. It has been designed to ensure that the important aspects of your planned project are presented in a way that will enable the experts to effectively assess against the evaluation criteria. Before submitting, download a local copy of this template, remove the cover page, and start filling in the answers to the questions.

All questions must be answered. Please answer the questions in the dedicated boxes and delete the instructions once done.

Page limit: The proposal should not be longer than **15 pages**. Annexes are not allowed. Links to external documents that answer a question are not allowed. Links to your website or to previous work you have carried out are permitted.

The budget must be for the pilot implementation period of November 2022 to July 2023 and amount to **max. €27,000**.

The following **formatting conditions** apply.

The reference font for the body text is Times New Roman (Windows platforms), Times/Times New Roman (Apple platforms) or Nimbus Roman No. 9 L (Linux distributions). The use of a different font for the body text is not advised and is subject to the cumulative conditions that the font is legible and that its use does not significantly shorten the representation of the proposal in number of pages compared to using the reference font (for example, with a view to bypass the page limit).

The minimum font size allowed is 11 points. Standard character spacing and a minimum of single line spacing is to be used. Text elements other than the body text, such as headers, foot/end notes, captions, formula's, may deviate, but must be legible.

The page size is A4, and all margins (top, bottom, left, right) should be at least 15 mm (not including any footers or headers).

The proposal must be emailed as a PDF file (max. size 10 MB) to doors@ars.electronica.art before September 30th 2022, 23:59 CEST.



PILOT TITLE



MUSEUM

Name of organization	Country
<i>In case of tandem applications: add for each additional organization one row</i>	Country



SUMMARY (Maximum 1 page)

Indicate the Innovation Area you are applying for and provide an overview of your proposed project to address this Innovation Area.



1. PILOT IDEA EXCELLENCE (Maximum 2 pages) / Weight 25%

1.1. Key Message

Describe the core idea of your pilot project in 3 lines.

1.2. Innovation

What is new or different about your idea? Which problems does your project solve and which goals does it aim to achieve? How does your project address the chosen Innovation Area specifically?

1.3. Technology

Which technology will be used? Describe the whys behind it: why do you want to implement the project (goals), why is it important to use digital technologies, why does the technology you selected fit? What goals do you aim to achieve through the use of technology? Who will use it?

1.4. Evolvement

How has your idea evolved during the first stage incubation program? Please explain briefly what changed and why you deemed the changes necessary.



2. IMPACT (Maximum 2 pages) / Weight 25%

2.1. Value Proposition

Why is this funding important? What problem will it allow you to address? What benefits do you foresee the digital solution will bring to your target group? Which short and long-term outcomes do you expect and how you will measure them?

2.2. Sustainability

Specify how your organisation is planning to ensure the sustainability of the pilot beyond the DOORS project's lifespan/end of funding. How will the project benefit other organisations and affect its ecosystem? How do you expect your pilot project to drive digital transformation in your institution and beyond?

2.3. Social Impact

Define the potential social impact of your pilot. Please, give a concrete example of the social impact your solution will have and how the pilot will address equity, diversity and inclusion.

2.4 Economic impact

Define the potential economic impact of your pilot. Please, give a concrete example of the economic impact your solution will have.

3. PILOT IMPLEMENTATION AND PARTNERSHIP (Maximum 10 pages) / Weight 50%

3.1. Work plan of your pilot project

Explain the planned implementation of your pilot project. Please provide a detailed action plan with work packages, milestones, and a timeline of delivery.

NB. Implementation within stage II starting in November 2022 and presenting the tangible results at the Ecsite conference in June 2023.

Identify the possible barriers and obstacles you may encounter when developing your pilot project and which mitigation measures will be implemented.

3.2 Target groups

Who are your audiences? Describe who your target groups are, their needs and how you will address them? For this, you can go back to the audience analysis methodology developed during Workshop III.

3.3 Project Outcomes

Describe your project outcomes (which should be clear, measurable, and realistic) and how they will generate added-value. Which other outputs will the pilot have? Which outcomes will be openly available?

3.4. Human resources and skills

Who are the core members of the team who will be working on the pilot? What are their relevant skills and experience? Tell us about your previous experience with digital transformation projects and if you have participated in previous projects related to this proposal. What expertise do you think is missing? How could DOORS help?

3.5. Partnership

Have you already selected a DSP for your pilot project? How will you engage your existing and/or any new digital solutions provider (DSP) in the pilot? Explain the planned implementation steps and the content of the cooperation with the DSP: outline their responsibilities within the project, the data, services, soft- and/or hardware they will collect or produce.

3.6 - Mentorship needs

During the second incubation stage, each pilot will receive four mentoring sessions from two different experts to provide you with targeted advice on your pilot implementation. Please specify which fields of expertise you wish to see covered in these sessions or who/which type of profile you wish as mentors.

3.7. Budget

Please complete the table below and specify the costs you foresee for the pilot implementation. Only costs occurring during the implementation period between November 2022 and July 2023 are eligible and should be calculated. DOORS foresees max. EUR 27.000 per pilot for the entire action duration, but smaller amounts may also be justified. This cost estimation will serve as reference calculation to amend your Beneficiary Third Party Agreement. Please bear in mind that you will have to justify these costs.

Add only the costs you request from DOORS' funding:

Category	Costs (€) - 9 month	Justification
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Staff Costs		<i>Please indicate the number of days or months over the whole duration of the planned work.</i>
Travel Costs		<i>(if applicable)</i>
Equipment		<i>Pilots can include a part of the infrastructural purchase in the overall budget if duly justified, relevant for achieving the objectives and proportional (max. 40% of the total budget).</i>
Other goods and services		<i>(e.g., design, materials, consultants, artist/production fees)</i>
Digital Service Provider Fees		
TOTAL	Max. € 27.000	

Main cost item:

Explain the main cost item briefly.

In case you have complementarily funding in addition to the € 27.000 DOORS' funding, please provide further details (source, amount, use, etc.).

Please complete the list of all equipment purchases:

Equipment type	Date of purchase	Purchase costs	% use for lifetime of the investment	% used for the project	Charged depreciation costs

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3.8. Pilot project self-assessment

What will you put in place to measure the effectiveness/ success of your pilot? Please define KPIs and indicate when and how you will review your progress.

ONLY FOR INNOVATION AREA 2 “New distribution and revenue models”

3.9. Business model and commercialization plan

How will you generate revenue? Do you plan to increase an existing revenue stream or develop completely new ones? Do you have a commercialization plan?



PDF SUBMISSION

Please save your filled-in proposal as a PDF file and send it to doors@ars.electronica.art by 30 September 2022 23:59 CEST at the latest.