**Appendix 2 Application Form**

**BASIC INFORMATION**

1. Name of the pilot.
2. Entities implementing the pilot and their roles in the team.
3. What type of service or solution are you offering to pilot? (What, for whom, where, how, customer benefit).
4. Which real-life challenges does your solution address for HSL and its customers? What proof do you have that there is actually a customer need and demand for this solution?
5. How is the pilot aligned with HSL’s objectives in concrete terms and how does it support these objectives?
6. How does the offered service or solution complement or renew HSL’s current service portfolio?
7. What concrete impacts do you expect the piloted service or solution to have? Examples include the number of affected customers, smooth mobility in the region, attractiveness of HSL’s services and sustainability.
8. Describe how the service or solution fulfils the requirement of providing an excellent customer experience.
9. Can the piloted solution or service be duplicated in other environments and with other stakeholders? Please describe the scalability of the pilot and explain why and how, or why it is not scalable.
10. Describe where and how your service is currently in use, if applicable.

**DESCRIPTION OF THE PILOT**

1. Describe in detail the implementation plan (project plan), including the timetable.
2. Describe in detail the business model of the pilot. How much per unit (e.g. one journey) is the customer expected to pay for the service? How many customers do you expect to have during the pilot period? How much revenue do you expect the piloted service to generate in total? If the decision is taken to continue the pilot after the pilot period, do you expect the business model to change? If so, what do you base your expectation on?
3. Describe in detail your technical implementation plan and, especially, how you intend to integrate the service into HSL’s systems, payment system, databases, APIs.
4. Describe your customer acquisition and marketing plan. Describe the target group(s) of the pilot and explain how you will reach the end-users.
5. Describe your initial plan to gather data to analyze the pilot in terms of factors such as the number of users, customer satisfaction and improvement ideas, and success in terms of the business model. At a minimum, the plan should include an analysis of the situation at the beginning of the pilot and at the end, as well as the indicators you plan to use (e.g. customer surveys, usability measurements, changes in mobility patterns, NPS, Sean Ellis).
6. Describe how you intend to document the pilot (e.g. photos, videos, slides)

**DESCRIPTION OF RESOURCES**

1. What kind of resources and/or expertise does your team have to implement the pilot? Do you lack any essential expertise and/or resources to implement and follow through your plan? If so, how do you intend to acquire these prior to implementing the pilot? Do you have the necessary technical readiness, expertise and systems in place?
2. Describe the estimated workload used for the different activities before and during the pilot.
3. Describe the type of assistance you will require from HSL during the planning and implementation phases of the pilot. Please also state the estimated HSL FTE man-days these tasks would require.
4. Explain in detail, which other parties would need to be involved in order to successfully implement the pilot, if applicable. These may include cities, HKL, transport operators for instance. Explain whether you require assistance from HSL to contact and negotiate agreements with these parties.

**OTHER INFORMATION**

1. Public introductory text of the pilot.
2. I give my permission to use our pilot as a reference in HSL IdeaLab’s communication. (yes/no)