  
**Personalised Value Chain Spearhead 2019   
Expression of interest to be part of a team**

**Application Form**

Please email your expression of interest **by 1 June** **2018** using this application form to [SfTIChallenge@callaghaninnovation.govt.nz](mailto:SfTIChallenge@callaghaninnovation.govt.nz)

**Note: Please submit only the completed application form and your CV. Other documents, including project proposals, will not be accepted.**

**For questions**

Bruce MacDonald [b.macdonald@auckland.ac.nz](mailto:b.macdonald@auckland.ac.nz)

Reece Moors (Vision Mātauranga) [reece.moors@callaghaninnovation.govt.nz](mailto:reece.moors@callaghaninnovation.govt.nz)

Denise Cutler (Project submission process) denise.cutler@callaghaninnovation.govt.nz

Q&A on SfTI website

|  |  |
| --- | --- |
| **Section 1: Applicant Information** | |
| Researcher Name |  |
| Contracting organisation |  |
| Postal and physical address |  |
| Researcher email |  |
| Investment mechanism | SfTI PVC Spearhead 2019 |
| Alignment with the Challenge call | Indicate which of the following three research directions you are interested in:   1. How can we empower consumers to protect their privacy while they are online, thereby creating better ecommerce options and experiences? 2. What are the defining characteristics of establishing trust using a Mātauranga Māori approach and how might we apply these principles to establishing online trust to strengthen relationships between (NZ) sellers and global buyers? 3. How can we make accurate predictions about consumer behaviour and demand when we have limited and/or poor quality data? |
| **Section 1: Research Capability** | |
| **Research speciality**  *~ 150 words. Summarise your research disciplines and expertise (from your CV)*  *Describe how this could apply to the research directions.*  *Use keywords when describing disciplines.*  *Tell us about your research experience and the areas in which you work.*  *Delete text in italics* | |
| **Relationship with other work**  *~ 150 words. Tell us about any research you have been doing that could be related to the research under this EOI.*  *Explain how this related work is funded.*  *Delete text in italics* | |
| **Section 2: Fit with Team** | |
| **Fit with the team**  *~ 350 words. Tell us why you would be a good fit for this project.*  *Describe where you think you could add value to the project and team.*  *Make a convincing argument for why you think you could add value to a multi-disciplinary and multi-institutional team.*  *What do you think you could offer in terms of developing the project proposal?*  *Tell us why you would like to be part of the SfTI Challenge community.*  *Delete text in italics* | |
| **Section 3: Curriculum Vitae** | |
| *Attach your CV using the NZ RS&T template, 5 pages maximum.*  *List relevant publications only.* | |