

Proposal Template

Title: Descriptive title of the planned project

Topic Area:

Key business contact for this project:

Key technical contact for this project:

PROJECT SUMMARY (Up to one page)

Provide a summary description of your innovation and what you aim to achieve through executing this project.

This summary must address:

- The objective of the project
- Why it is considered novel
- Value proposition: overall technical impact and benefits delivered
- Potential impact for other areas
- If responding to a solicitation, how the project relates to the solicited topic

PROJECT OVERVIEW (Up to one page)

Provide a detailed description of your innovation and how it is significantly differentiated from current technologies or practices. Be sure to include the following:

- Project's current development stage
- Key challenges and major technical hurdles to be addressed
- Availability of preliminary data, if any, and initial indications/conclusions
- Uniquely qualifications you possess to address this challenge
- Description of intellectual property to be created

TECHNICAL DISCUSSION (Five to seven pages)

Technical abstract must provide a detailed description of the proposed technology and associated plan to deliver it. *Do not include any proprietary information.* Discussion should provide:

- A detailed description of the innovation including any relevant context and background (Supporting research should be cited as appropriate)
- Statement of key technical objectives
- List the key technical milestones and their timing
- Discussion of preliminary work and results

PROOF OF CONCEPT PLAN (Five to seven pages)

Provide a detailed R&D plan with timing. Be sure to discuss all necessary experiments – their objectives, set-ups, desired outcomes and their relation to the meeting the project objective. Be sure to include any supporting tables or graphics (e.g., Gantt chart). Include the following:

- A high level description of experiments and supporting activities, including who will perform the work (employee, consultant or contractor)
- Resources required for successful execution
- Detailed timeline with milestones
- Description of where the work will be done
- Proposed allocation of awarded budget (up to \$300,000)

INTELLECTUAL PROPERTY (Up to one page)

List all patents awarded and current filings relevant to the project.

- What is your strategy for intellectual property protection?
- Does your technology make use of patents not owned by your company? Identify and provide general statement of contract/ relationship to your company (e.g., licensor).

COMMERCIALIZATION PLAN (Up to two pages)

Describe how you will bring your technology to market. Be sure to answer the following:

- How do you plan to reach this market? What channels will you use? What resources will be required to do this?
- What strategic partners, if any, will you seek and why? Have any of these relationships already been established?
- How will you scale your technology?
- How do you plan to deliver your technology (for example, in-house production or contract manufacturing)
- How will you enter the market?
- How will you price?
- What is the cost of this technology per unit or per service delivered? What are the cost drivers? How will you manage them?
- What other costs and expenses will be associated with entry into the market?

CURRENT FUNDING (Up to one page)

Please provide the total amount invested to date in this effort.

List sources of funding, amounts and dates contributed.

- Have you applied for funds elsewhere (foundations, Government, etc.)?
- What will you do if you do not receive this grant?

APPENDIX: SUPPORTING INFORMATION
COMPANY AND PERSONNEL INFORMATION

Company (up to one page)

Provide a description of your company. Be sure to include:

- Official name and address
- Legal structure and where registered
- Year organized
- Company's vision/ mission
- Number of employees (number of technical/ number of non-technical)
- Funding structure and list of key investors/ majority ownership
- Are all project participants paid by the company?

Personnel

- Names of CEO, CTO, CFO
- Project leadership:
 - Business Contact and Title
 - Principal Researcher and Title
- Project participants – name, title, level of involvement (i.e., percentage of time spent), responsibilities during the course of the project, and brief statement of their qualifications to execute this project. Indicate if employee, contractor or consultant. Do they have the background to successfully execute the project?
- Provide C.V.'s (as attachments, limited to two pages for each) for the participants.

FACILITIES (one page)

Describe the facility (ies) where the work will take place. Please indicate the size of the space utilized, the equipment available and any other relevant features.

PROPOSED BUDGET (one page)

Provide a summary budget showing expenses and allocated costs for the project in the table below

| <i>Expense item (USD, 000's)</i> | <i>Cost</i> | <i>Justification</i> |
|----------------------------------|-------------|----------------------|
|----------------------------------|-------------|----------------------|

Personnel

Facilities

Materials

Licenses

Consultant Fees

Manufacturing Fees

Other (specify)

Total