

Project Description

INSTRUCTIONS: PLEASE NOTE THE WORD LIMITS ON THE FORM. USE A WORD DOCUMENT TO ANSWER THE QUESTIONS THEN COPY AND PASTE THE TEXT INTO THE BOXES.

Non Confidential Product Title (15 word max): Please provide a non-confidential title intended for a lay audience that succinctly conveys:

- a) what the envisioned product is
- b) who the customer is (who will make the purchasing decision)
- c) what the value addition for the customer is

Please keep in mind that prospective strategic partners will view the title.

Unmet Clinical Need (150 word max): In this section describe the clinical problem that exists. Quantify the problem: include # of patients affected and market size. (Add references)

Your Solution/Envisioned Product (250 word max): What is your envisioned product and what does it do? Briefly comment on the current stage of your envisioned product i.e., what do you presently have in hand: concept, drawing, prototype, bench top/*in vitro* data or human data? What other technology components will be required to create your envisioned product? What will be the uniqueness or novelty of the product? What tangible components or services will be deployed? How will it improve patient/health care? (Add references)

Value Proposition & Competitive Advantage (250 word max): What unique benefit will you provide to what set of customers to address what particular need? How will your unique technology/solution add value to the target market? Are you really better than everyone else? Why would customers prefer your solution to other solutions? Mention any actual stakeholder comments stating why your solution will outdo the alternatives. (Add references)

IP/Secret Sauce (250 word max): What is your university Disclosure #? Have you filed a provisional or a utility patent? If so, what was the date and status of filing? Do you have an issued patent? Has your Technology Transfer Office performed any due diligence on the IP? Highlight elements of your proprietary technology that give you unique potential to dominate or compete in your target market(s). Discuss your unique team domain expertise, or unique partnerships with key suppliers, distributors, etc.

Research Plan (experiments that need to be done) & Killer Experiment (400 word max):

What are the specific milestones or proof-of-concept targets that industry partners or investors have requested in order to seriously consider further investment in the project i.e. funding or licensing? For each milestone, concisely describe the plan, timeline and resources required to achieve the milestone. Also, include the objective measurable endpoint against which you will know whether or not the milestone has been achieved. Discuss the one experiment that you will do that will either KILL the project or keep it going. What are the research milestones you need to achieve to design this Killer Experiment?

Get-to-Market Timeline (use powerpoint template): Use the powerpoint template to form your get-to-market timeline. Fill it in as needed then save the powerpoint slide as a pdf. Combine your proposal, get-to-market timeline and budget into one pdf before submitting.

Project Team (100 word max): List your team members and their affiliations. Briefly describe area of expertise and proposed role on the project.

Budget (use excel template): Use the excel template to form your timeline and budget. Fill it in as needed then save the excel sheet as a pdf. Combine your proposal, get-to-market timeline and budget into one pdf before submitting.

References:

Other Support (list support **relevant to this product** only)

NAME OF INDIVIDUAL

ACTIVE

PENDING

PREVIOUS

Project Number (Contact Principal Investigator)	Dates of Approved/Proposed Project	% Effort (Role)
Source	Annual Direct Costs	

Title of Project (or Subproject)

Brief description of major goal or specific aims

Other Support (list support **relevant to this product** only)

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