# Commercialization Gap Fund (CGF) Workshop

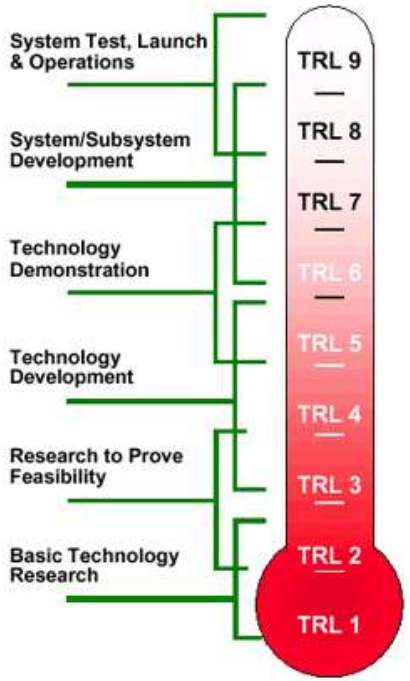
Office of Commercialization

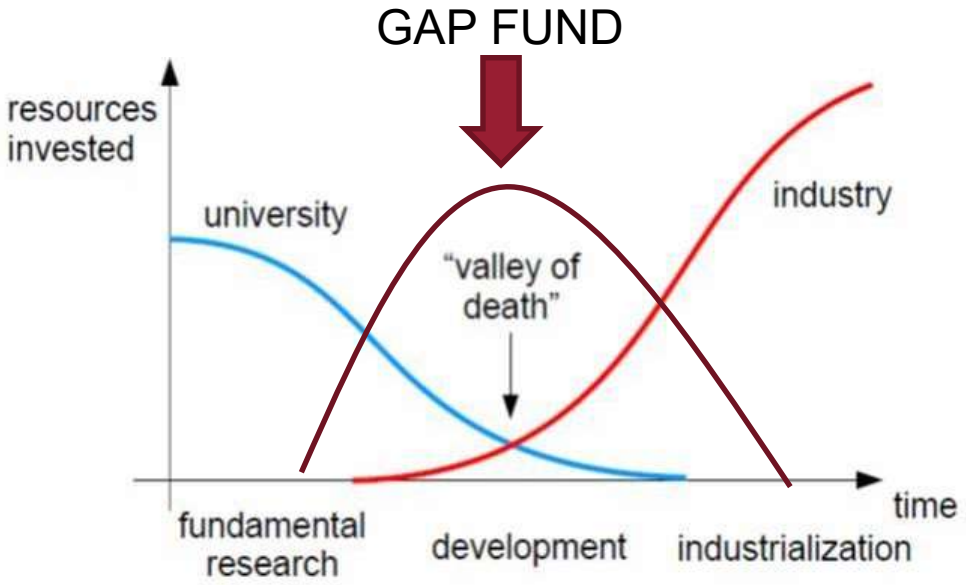
April 16, 2020

Office of
Commercialization
Washington State University

# What is a Gap Fund?

- Funding opportunity to bridge the "gap" between your research and commercialization
- Helps transfer research to the market place
- Helps promote entrepreneurship on campus
- Funds are available to
  - Clarify market needs
  - Refine a value proposition
  - Decrease technical risk through prototyping
- Not a federal grant



# WSU Commercialization Gap Fund (CGF)

- Program re-established in 2014 with the support from the WSU Offices of the President, Provost, and Vice President of Research
- Generous donation from Washington Research Foundation (WRF)
- Matching funds from the Office of Commercialization (OC), unit within the Office of Research (OR)
- Proposal cycle is July–December
- Project cycle is January–December of the following year
- Each project is awarded **up to** $40,000

# Eligibility

- WSU Affiliation – Faculty, Graduate Students, Staff
  - A faculty member must be named as the Principal Investigator (PI) on the project
- WSU Inventions that have been disclosed to the Office of Commercialization (OC) at least **2 months** prior to the Letter of Intent (LOI) date
- Basic research projects are not eligible
- If in doubt, contact the Office of Commercialization (commercialization@wsu.edu)

# How does the Commercialization Gap Fund (CGF) help?

- In developing prototypes
  - Building device
  - Minimum viable product (MVP)
- Proof of concept
  - Concrete validation
  - Must be more than proving a hypothesis
- Validation
  - Toxicology tests
  - Scale up manufacturing
- For Business development
  - Attending tradeshows
  - Gaining customer feedback

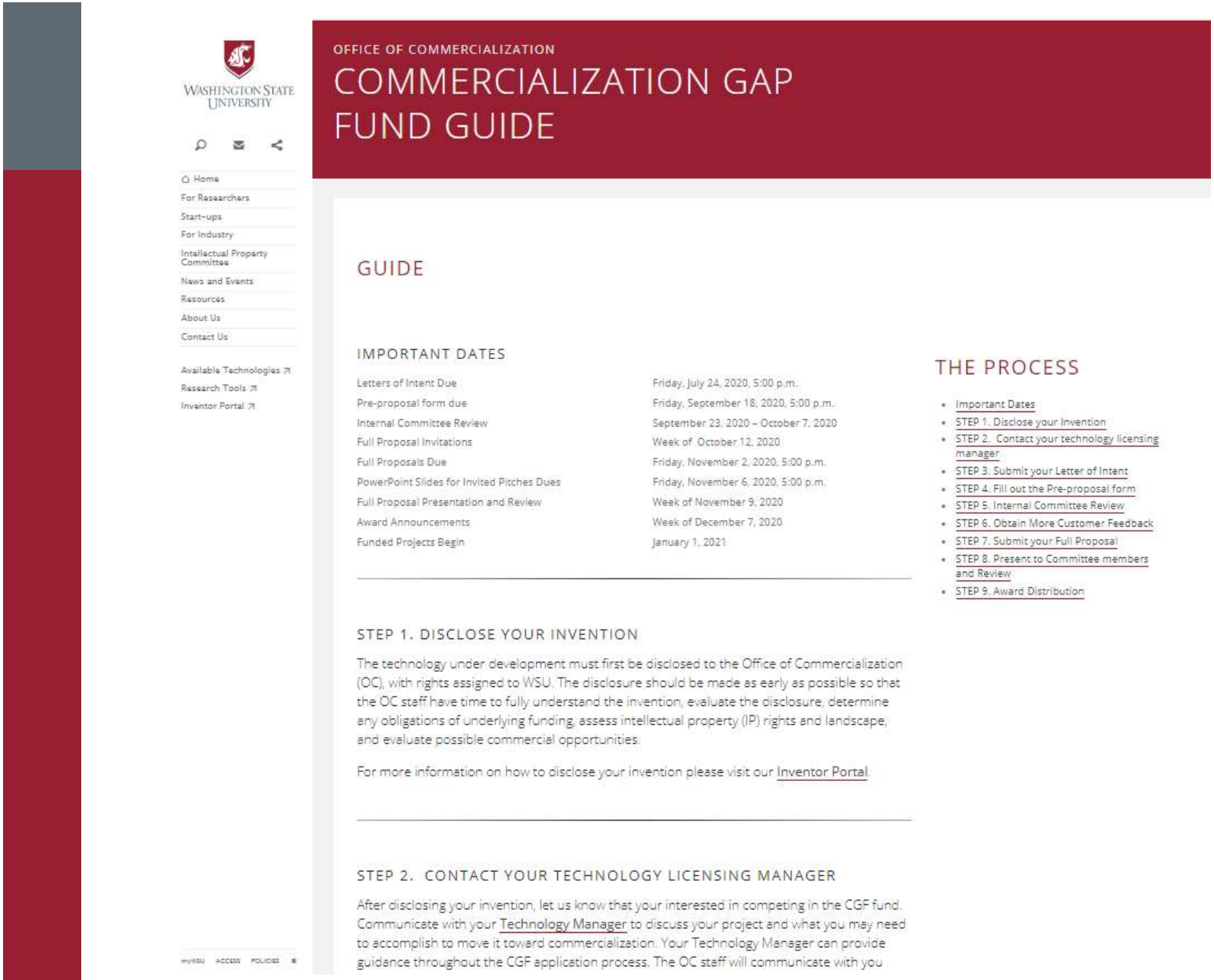
# Office of Commercialization Involvement

- Evaluate if the technology qualifies for the funding program
- Review proposal forms before submission
  - Letter of Intent
  - Pre-proposal
  - Full proposal
- Assist with budget related questions
- Guide in preparing the pitch presentation
  - OC leverages Entrepreneurs in Residence (EIR) network to help advise researchers on proposals

➢ *Please note:* OC staff are **not involved** in the committee review process or award decisions

# CGF Proposal Process

- Invention disclosure completed
- Letter of Intent submission **(7/24/2020)**
- Pre-proposal submissions **(9/18/2020)**
  - Internal Committee Review
  - Invitations for full proposals
- Full Proposal submission **(11/2/2020)**
- Pitch Presentation **(week of 11/9/2020)**
- Award Announcements **(week of 12/7/2020)**
- Milestone Distributions + Milestone Reports **(January – December 2021)**



WASHINGTON STATE UNIVERSITY

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OFFICE OF COMMERCIALIZATION

# COMMERCIALIZATION GAP FUND GUIDE

## GUIDE

### IMPORTANT DATES

| | |
|---|---|
| Letters of Intent Due | Friday, July 24, 2020, 5:00 p.m. |
| Pre-proposal form due | Friday, September 18, 2020, 5:00 p.m. |
| Internal Committee Review | September 23, 2020 – October 7, 2020 |
| Full Proposal Invitations | Week of October 12, 2020 |
| Full Proposals Due | Friday, November 2, 2020, 5:00 p.m. |
| PowerPoint Slides for Invited Pitches Dues | Friday, November 6, 2020, 5:00 p.m. |
| Full Proposal Presentation and Review | Week of November 9, 2020 |
| Award Announcements | Week of December 7, 2020 |
| Funded Projects Begin | January 1, 2021 |

### THE PROCESS

- Important Dates
- STEP 1. Disclose your Invention
- STEP 2. Contact your technology licensing manager
- STEP 3. Submit your Letter of Intent
- STEP 4. Fill out the Pre-proposal form
- STEP 5. Internal Committee Review
- STEP 6. Obtain More Customer Feedback
- STEP 7. Submit your Full Proposal
- STEP 8. Present to Committee members and Review
- STEP 9. Award Distribution

### STEP 1. DISCLOSE YOUR INVENTION

The technology under development must first be disclosed to the Office of Commercialization (OC), with rights assigned to WSU. The disclosure should be made as early as possible so that the OC staff have time to fully understand the invention, evaluate the disclosure, determine any obligations of underlying funding, assess intellectual property (IP) rights and landscape, and evaluate possible commercial opportunities.

For more information on how to disclose your invention please visit our Inventor Portal.

### STEP 2. CONTACT YOUR TECHNOLOGY LICENSING MANAGER

After disclosing your invention, let us know that your interested in competing in the CGF fund. Communicate with your Technology Manager to discuss your project and what you may need to accomplish to move it toward commercialization. Your Technology Manager can provide guidance throughout the CGF application process. The OC staff will communicate with you

https://commercialization.wsu.edu/cgf-guide/

OFFICE OF COMMERCIALIZATION

# LETTER OF INTENT

**LETTER OF INTENT IS DUE JULY 24, 2020.**

Alert the Office of Commercialization (OC) that you intend to submit a Pre-Proposal for the Commercialization Gap Fund.

Please note that your invention first needs to be disclosed to the OC in order to submit a Letter of Intent.

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**Lead Principal Investigator** *

Butch T. Coug

**Email** *

**What is your Disclosure or Case Number?** *

Discl-XXXX

**Please select the most appropiate Technology Manager.** *

Please Select

*Please note that if you submitted your idea to us before 2017, your invention will not be in the Inventor Portal. If that is the case please enter your **Case Number**.*

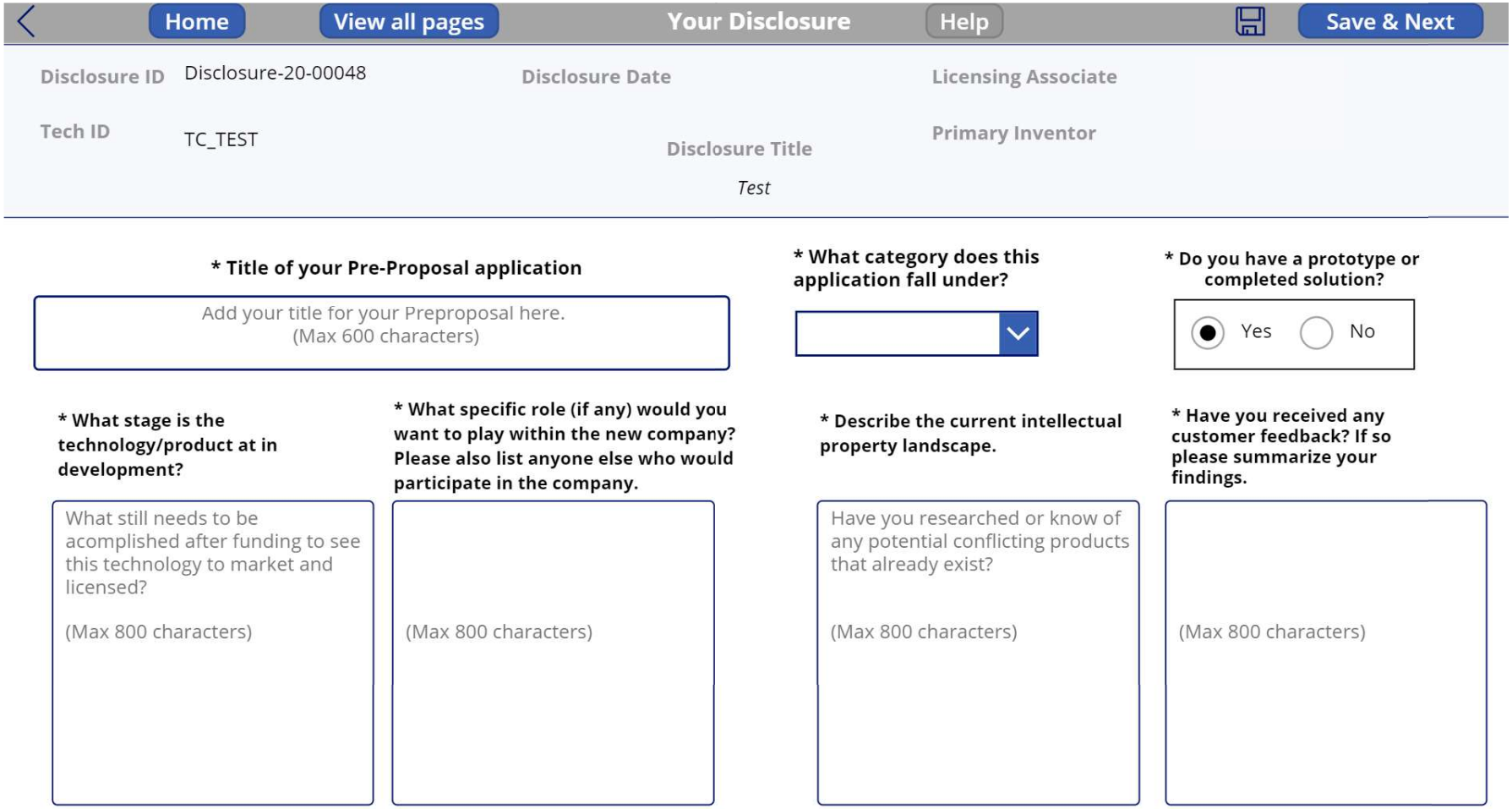
If you submitted your disclosure via the Inventor Portal you can find your disclosure number on your disclosure form.

**Briefly describe your project, in layman's terms.** *

Please limit response to 2-3 sentences.

0 of 250 max characters

# Pre-Proposal



# Pre-Proposal

Home | View all pages | The Lean Canvas | Help? | Examples | Save and Continue

*** The Problem**
List out the top three most relevant problems your idea solves.

What is the crucial problem faced by your consumers? Capture their central frustration.

Define one clear, direct competitor. Consider the other ways customers can address their problems. What products or services exist as alternatives to what you're offering?

(Max 350 characters)

*** The Solution**
List out the top three features that this innovation solves for the problems identified .

What is your solution to consumers' problems? Present the defining elements of your service: what makes it the top tool for addressing consumers' needs?
(Max 120 characters)

*** Key Metrics**
How can you quantify the success of your solution(s)?

How will you track consumer engagement, excitement, and usage of your product?

(Max 120 characters)

*** Unique Value Proposition**
Please write a compelling message on how this technology is unique and what its specific strenghts entail.

This message should explain what you do, how you are different, and why you are worth investing in.
What is your promise to consumers? Zero in on the heart of your service and highlight what stands out about product you provide.

How does your product fit into the bigger picture; where does it fall in the grand scheme of things?

(Max 350 characters)

*** Unfair Advantage**
What factors in the idea provide an edge over others? Why can't it easily be copied or bought?

How do you stand out from competitors? What puts you ahead of the pack? Why should consumers have confidence in your service above others?

*** Channels**
What is the path to customers?

How will you interact with consumers, inform them of your developments and services?

(Max 120 characters)

*** Customer Segments**
Who are your target customers?

Identify 3 to 4 individuals you envision turning to you for solutions.

Define the specific characteristics of your early adopters.

(Max 350 characters)

*** Cost Structure**
Please list out customer acquisition, distribution, hosting, and people costs.

What will it cost to launch and maintain your business? Consider each stage of your start-up from creating a website and acquiring users, to hiring employees and producing goods, to marketing products and getting them to consumers.

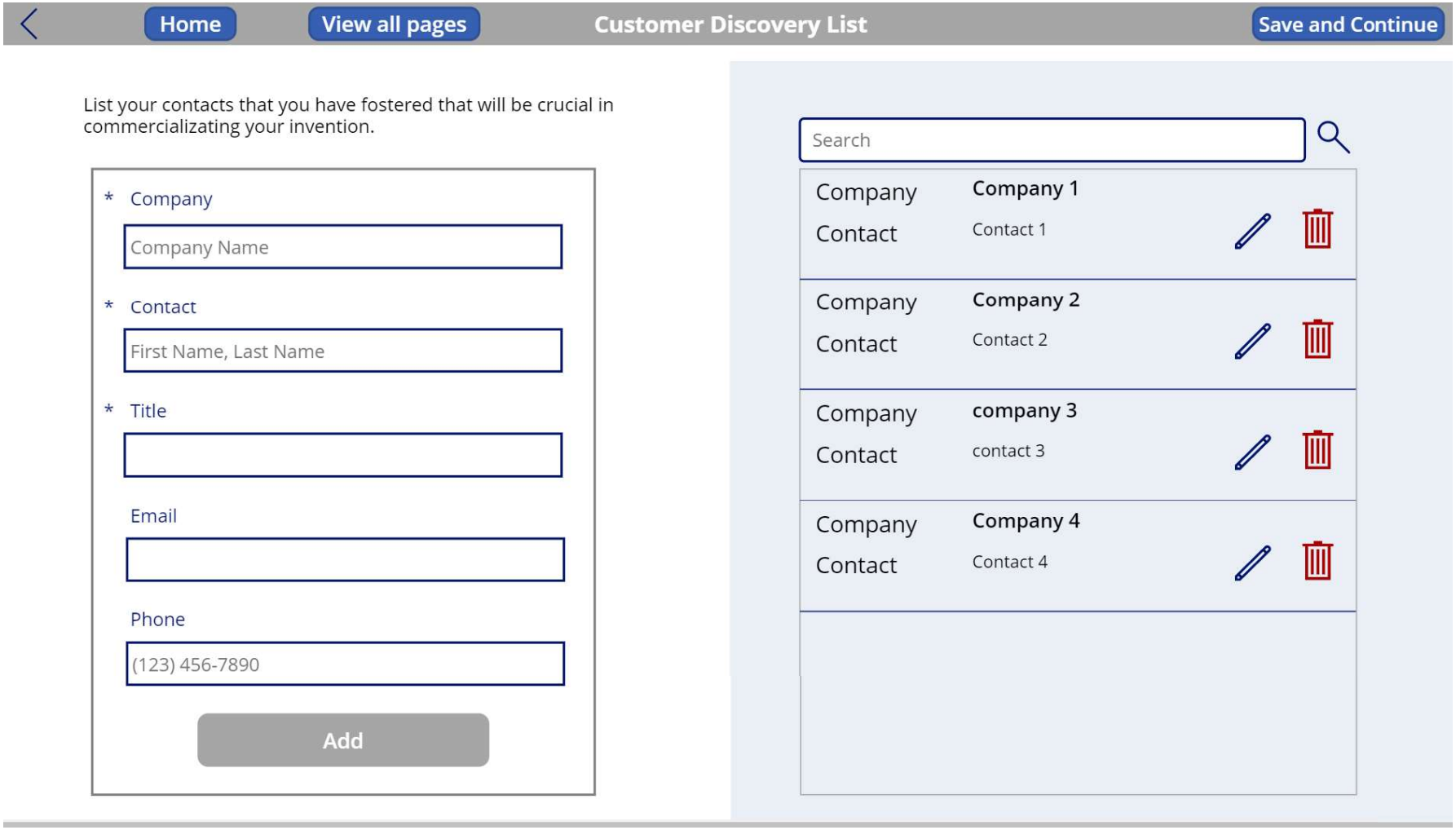
(Max 200 characters)

*** Revenue Streams**
What is your revenue model for both gross and life time margins?

What monetary sources will fuel your company? How will you generate income? Present a pricing model for your product or service, and then highlight other sources of revenue—ad sales, subscription fees, or asset sales.

(Max 200 characters)

# Pre-Proposal



# Pre-Proposal

Please outline signficant events that you plan on acheiving if awarded funding.

*** Milestone 1**

Anticipated Completion Date

12/31/2001

Details
(Max 500 characters)

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**Milestone 2**

Anticipated Completion Date

12/31/2001

Details
(Max 500 characters)

---

**Milestone 3**

Anticipated Completion Date

12/31/2001

Details
(Max 500 characters)

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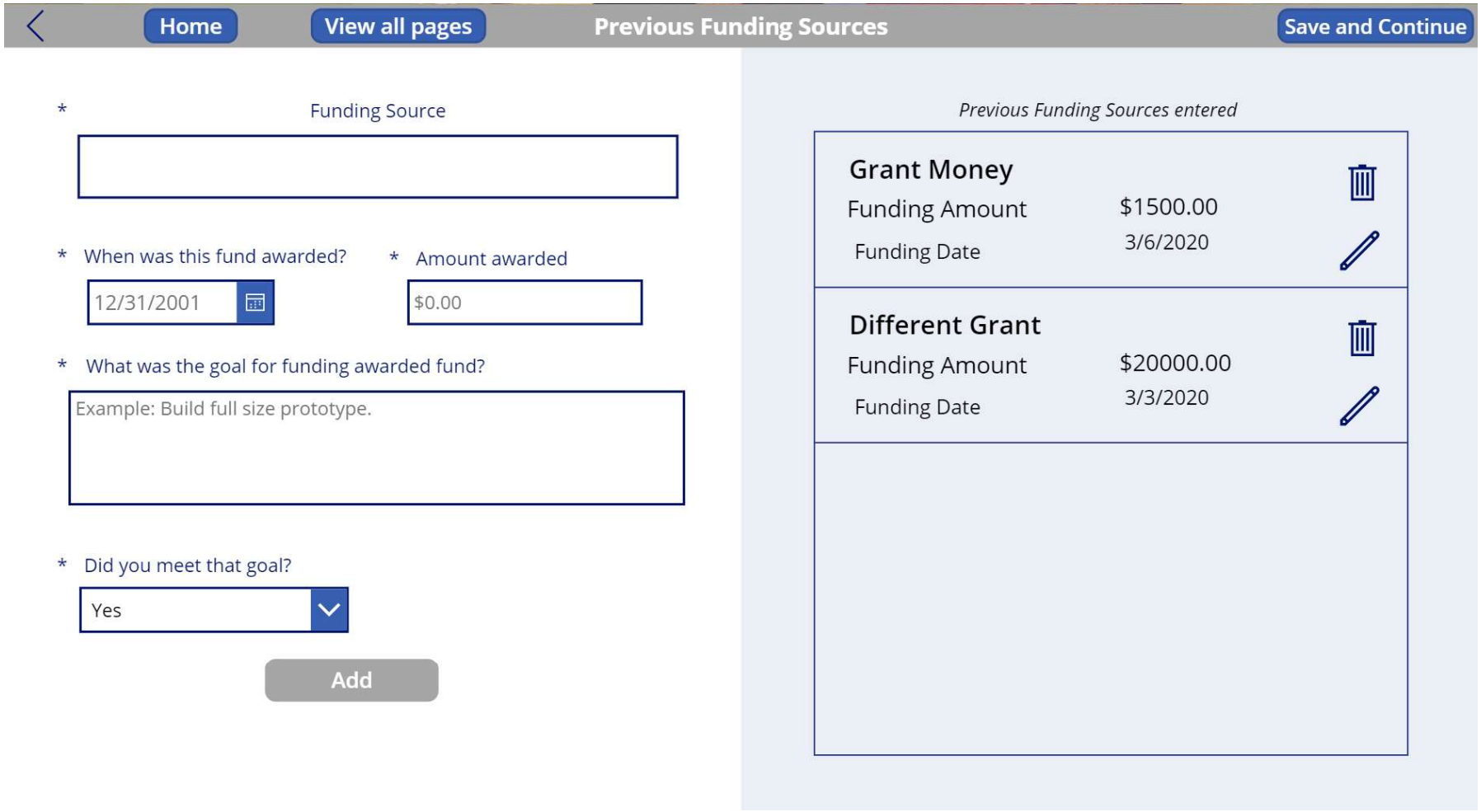
**Business Development Milestone**

Anticipated Completion Date

12/31/2001

Details
(Max 500 characters)

# Pre-Proposal



# Pre-Proposal

Home | View all pages | **Your Budget** | Save and Continue

Budget Limitations:

Total business Development plan cannot exceed $2,000.
Total for Milestones 1,2 and 3 combined cannot exceed $38,000.
Total Salaries (including Moderization fees) cannot exceed $15,000.

**If awarded money from the Gap Fund, how do you forsee it being utilized? Please specify below. A maximum of $40,000 can be requested.**

| | Milestone 1 | Milestone 2 | Milestone 3 | Business Development Milestone | Total |
|---|---|---|---|---|---|
| Salaries and Wages | $0.00 | $0.00 | $0.00 | $0.00 | $0 |
| *Modernization fee* | *A 1% fee assessed to all departments by the Budget Office based on employee salaries.* | | | | $0 |
| Contract and Personnel Services | $0.00 | $0.00 | $0.00 | $0.00 | $0 |
| Other Contractual Services | $0.00 | $0.00 | $0.00 | $0.00 | $0 |
| Supplies and Material | $0.00 | $0.00 | $0.00 | $0.00 | $0 |
| Retirement and Benefits | $0.00 | $0.00 | $0.00 | $0.00 | $0 |
| Travel | $0.00 | $0.00 | $0.00 | $0.00 | $0 |
| Other Expenses | $0.00 | $0.00 | $0.00 | $0.00 | $0 |
| **Total** | $0 | $0 | $0 | $0 | $0 |

# Pre-Proposal

Home | View all pages | Budget Rational | Save and Continue

**Please justify the budget outlined in the previous page.**

**Salaries**
*Amount Requested*
$0
(Max 500 characters)

**Retirement & Benefits**
*Amount Requested*
$0
(Max 500 characters)

**Contract Personal Services**
*Amount Requested*
$0
(Max 500 characters)

**Travel**
*Amount Requested*
$0
(Max 500 characters)

**Other Contractual Services**
*Amount Requested*
$0
(Max 500 characters)

**Other Expenses**
*Amount Requested*
$0
(Max 500 characters)

**Supplies and Materials**
*Amount Requested*
$0
(Max 500 characters)

***Grand Total Requested*** **$0**

# Pre-Proposal

Home | View all Pages | Miscellaneous Questions | Save and Continue

| | | |
|---|---|---|
| *Does the work have any existing licenses, industry agreements, or relationships? | Yes | Please explain (Max 500 characters) |
| *Is an interdisciplinary facility or service center involved? | Yes | Please Explain (Max 500 characters) |
| *Are researchers or facilities at another university, government agency, or other institution involved? | Yes | Please explain (Max 500 characters) |
| *Are any special resources required, e.g. expanded library services or material, purchase of special services? | Yes | Please explain (Max 500 characters) |
| *Does the proposal represent a continuation of work previously or currently supported by other funding? | Yes | Please explain (Max 500 characters) |

# Pre-Proposal

Home

Navigation and Validation

| | | | | | |
|---|---|---|---|---|---|
| Your Disclosure | ✓ | Go to page | Funding sources | ✓ | Go to page |
| Participants | ✓ | Go to page | Your Budget | ✓ | Go to page |
| Lean Canvas | ✓ | Go to page | Budget Justification | ✓ | Go to page |
| Customer Discovery list | ✓ | Go to page | Misc Questions | ✓ | Go to page |
| Milestones and Timelines | ✓ | Go to page | | | |

After you submit your Pre-Proposal you will not be able to edit your application. You will have the option to save a copy for your records.

Submit

# Full Proposal Documents

## Executive Summary

Commercialization Gap Fund
Executive Summary

Principal Investigator:

Proposal Title:

Overview:

Problem and Solution:

Market:

Competition & Differentiation:

Traction:

Intellectual Property:

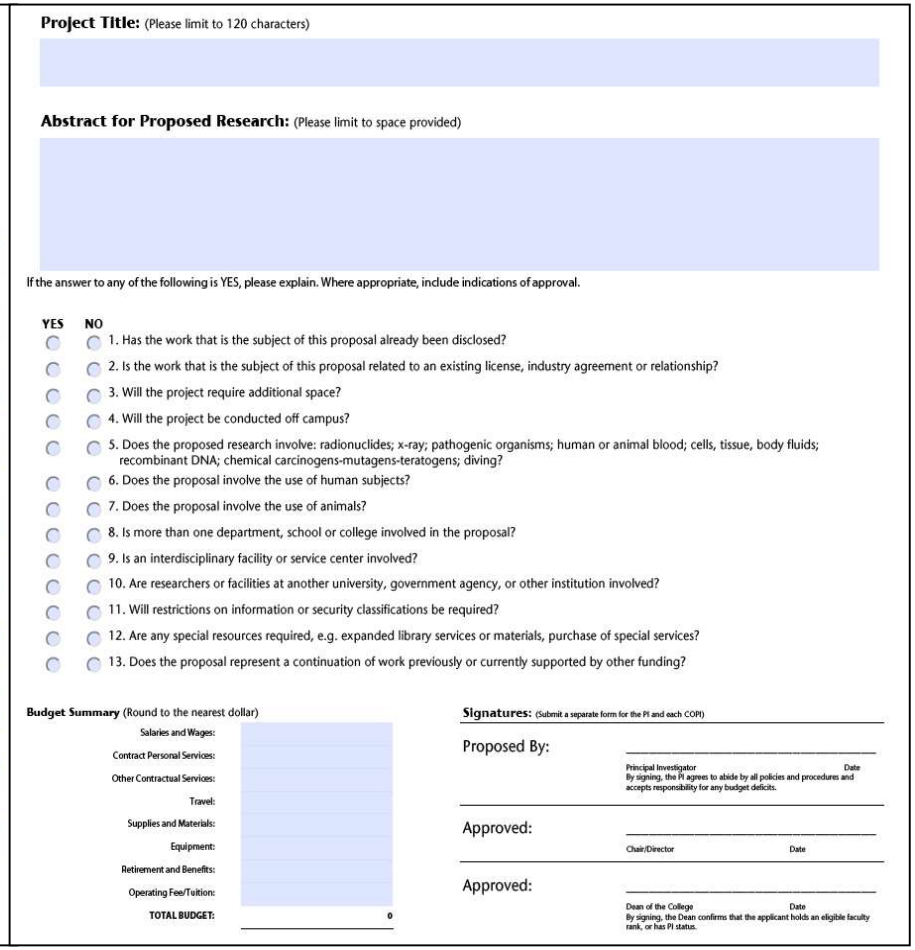
Regulatory & Reimbursement (if applicable):

Management Team:

Technical Plan:

Needs/benefits of CGF Support:

## Application



**Project Title:** (Please limit to 120 characters)

**Abstract for Proposed Research:** (Please limit to space provided)

If the answer to any of the following is YES, please explain. Where appropriate, include indications of approval.

| YES | NO | |
|---|---|---|
| ○ | ○ | 1. Has the work that is the subject of this proposal already been disclosed? |
| ○ | ○ | 2. Is the work that is the subject of this proposal related to an existing license, industry agreement or relationship? |
| ○ | ○ | 3. Will the project require additional space? |
| ○ | ○ | 4. Will the project be conducted off campus? |
| ○ | ○ | 5. Does the proposed research involve: radionuclides; x-ray; pathogenic organisms; human or animal blood; cells, tissue, body fluids; recombinant DNA; chemical carcinogens-mutagens-teratogens; diving? |
| ○ | ○ | 6. Does the proposal involve the use of human subjects? |
| ○ | ○ | 7. Does the proposal involve the use of animals? |
| ○ | ○ | 8. Is more than one department, school or college involved in the proposal? |
| ○ | ○ | 9. Is an interdisciplinary facility or service center involved? |
| ○ | ○ | 10. Are researchers or facilities at another university, government agency, or other institution involved? |
| ○ | ○ | 11. Will restrictions on information or security classifications be required? |
| ○ | ○ | 12. Are any special resources required, e.g. expanded library services or materials, purchase of special services? |
| ○ | ○ | 13. Does the proposal represent a continuation of work previously or currently supported by other funding? |

**Budget Summary** (Round to the nearest dollar)

| | |
|---|---|
| Salaries and Wages: | |
| Contract Personal Services: | |
| Other Contractual Services: | |
| Travel: | |
| Supplies and Materials: | |
| Equipment: | |
| Retirement and Benefits: | |
| Operating Fee/Tuition: | |
| **TOTAL BUDGET:** | 0 |

**Signatures:** (Submit a separate form for the PI and each COPI)

Proposed By: _____
Principal Investigator Date
By signing, the PI agrees to abide by all policies and procedures and accepts responsibility for any budget deficits.

Approved: _____
Chair/Director Date

Approved: _____
Dean of the College Date
By signing, the Dean confirms that the applicant holds an eligible faculty rank, or has PI status.

# Full proposal pitch presentation

- Slide 1: Introduction
- Slide 2: Description of the Problem
- Slide 3: Solution (benefits)
- Slide 4: Traction
- Slides 5-6: Market Size and Customers
- Slide 7: Market Plan
- Slide 8: Competition
- Slide 9: Team

EXAMPLES

# Splatt Table—Selected Slides

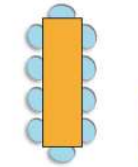
## The "SPLATT" Table

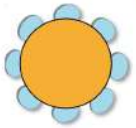
## Solution (Benefits)

"Shaping" the conversation for collaboration.

Increasing trend in team collaboration.

Mediating social awkwardness.





## Market Size and Customers

Current focus is educational systems: increased remodeling rate

Expanded Markets: Coffee Shops, Hotel Conference Rooms, Commercial Business Training Centers

Makers, Buyers, and Users

Focus Group Feedback

## Team

Kris Kha
College of Agriculture, Human & Natural Resources Sciences
Animal Science B.S. candidate 2020

Sarah Rosenthal
School of Design & Construction
Interior Design M.A. Candidate 2021

Shannon Spilker
Accounting & Communication Professional
WSU Alumni

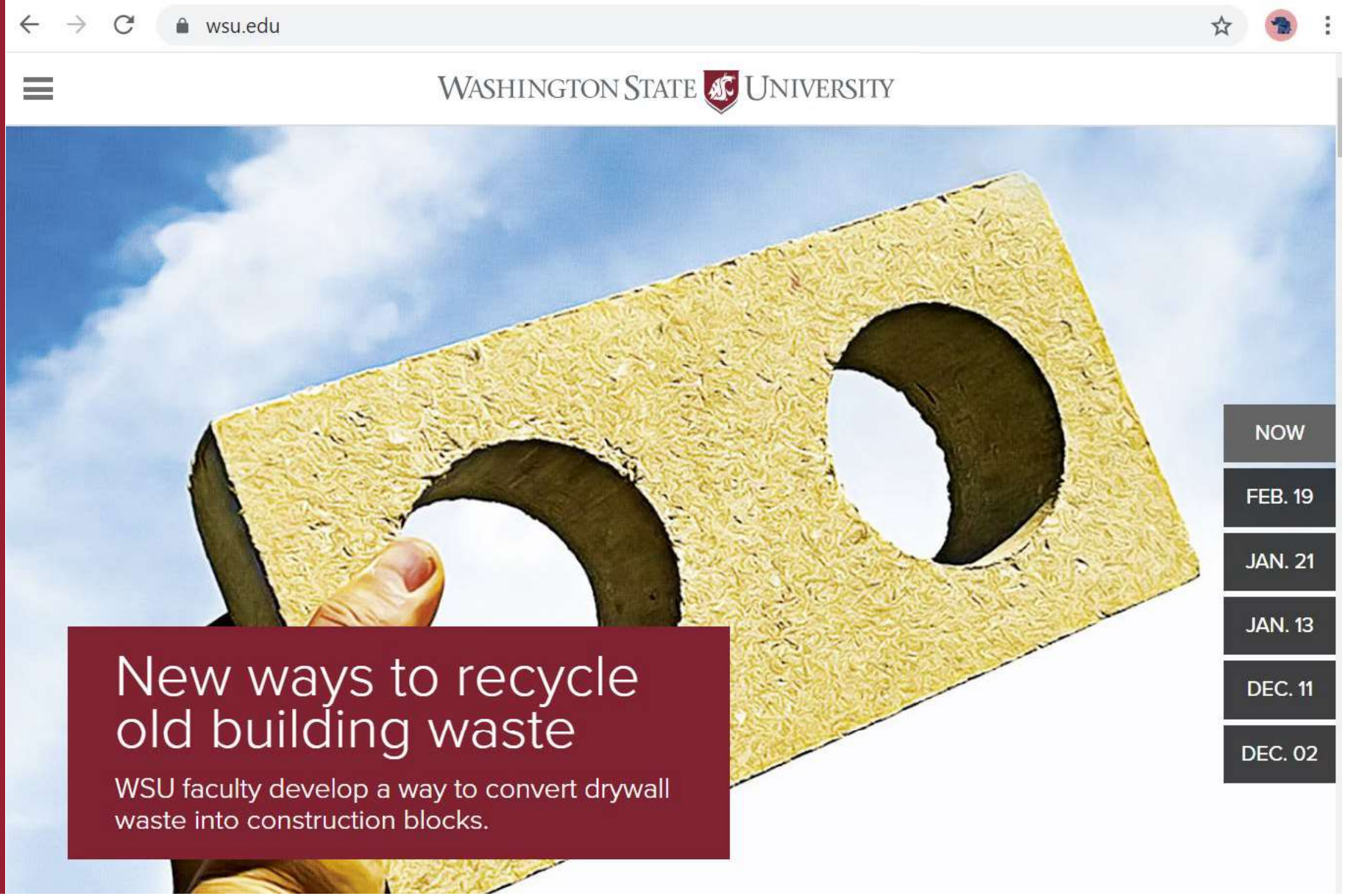
Reza Safavi
Associate Professor
Fine Arts
Methods, Aesthetics, Making

Jon Manwaring
Assistant Director
Learning Innovations
Facilities, Oversight

Robert Krikac
Associate Professor
Interior Design
School of Design & Construction

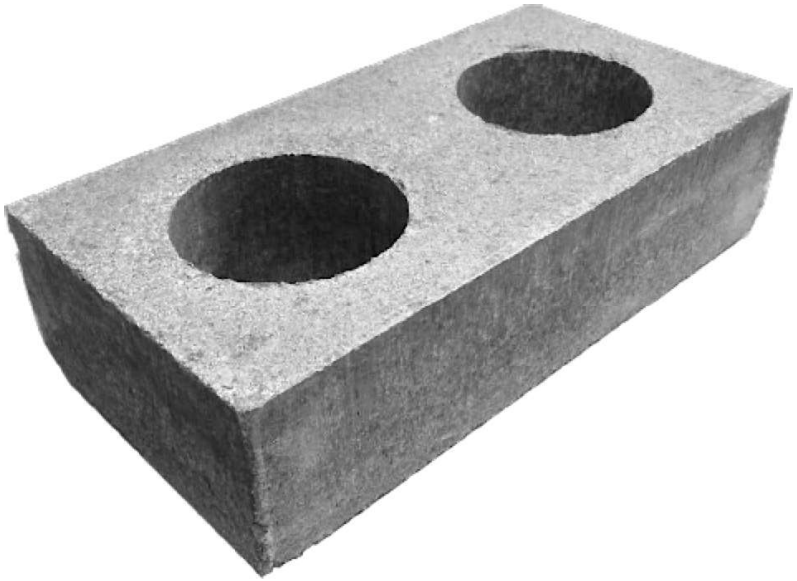
Lisa Johnson-Shull
Writing Program
Associate Director
Process Pedagogy

# Drywall Waste Blocks (DWB) turn low-value waste into cost-effective, high-performance building materials.

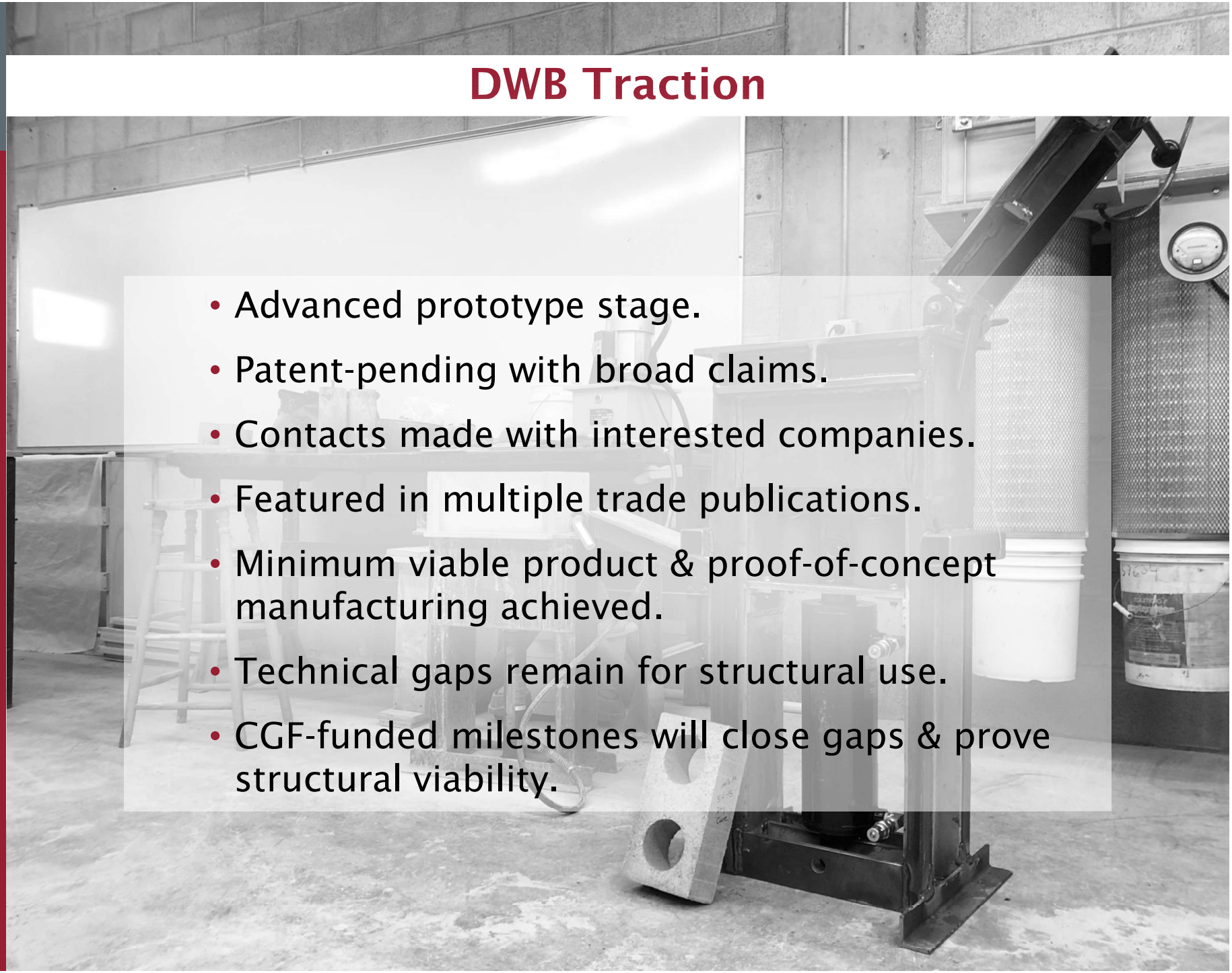


# DWB is an environmental & economic solution.

- Potential to remove 9.7 Million tons of waste yearly from US landfills.
- Cost-effective, high-performance product.
- New markets for waste recyclers.
- Lower disposal costs for waste producers.

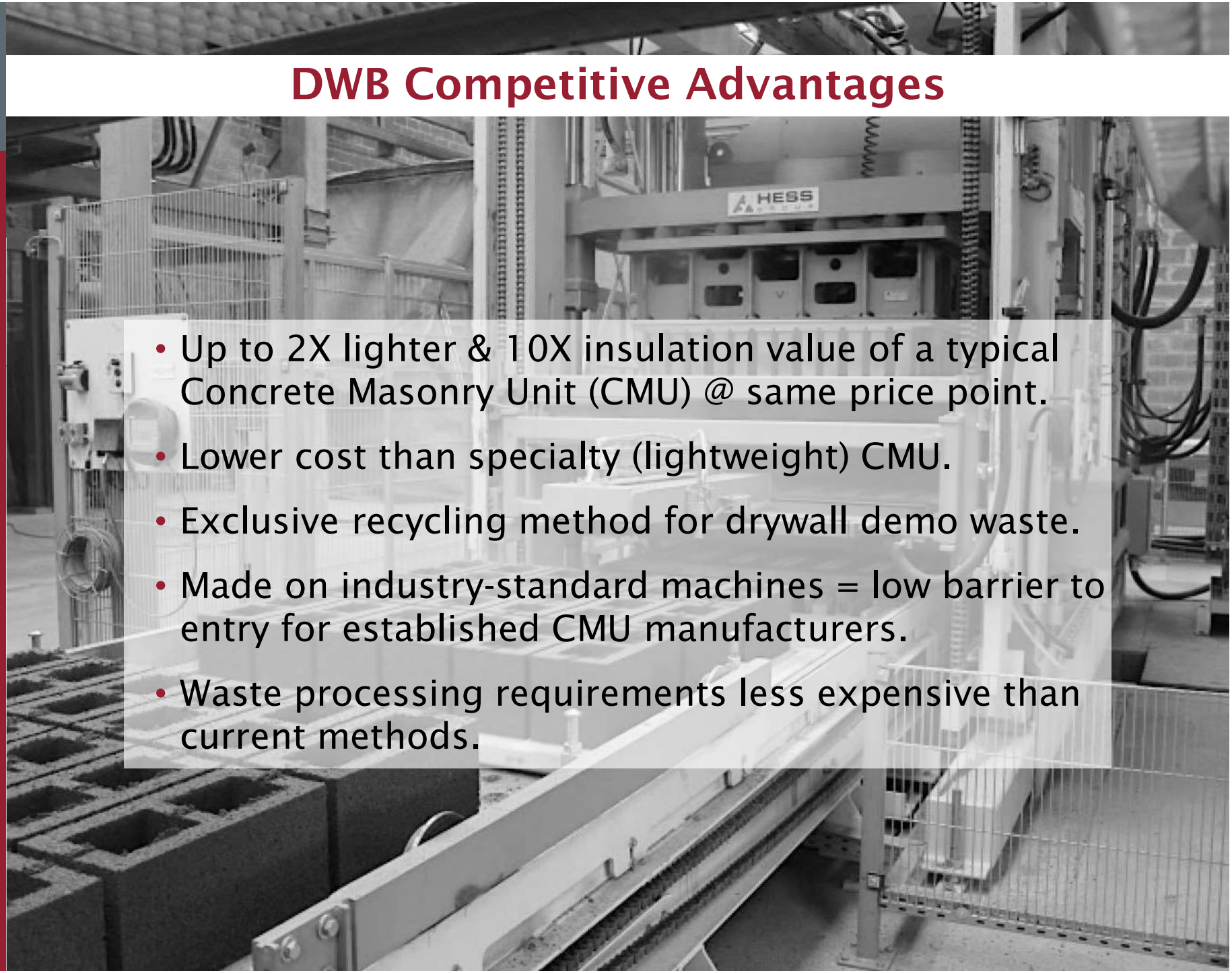


# DWB Traction



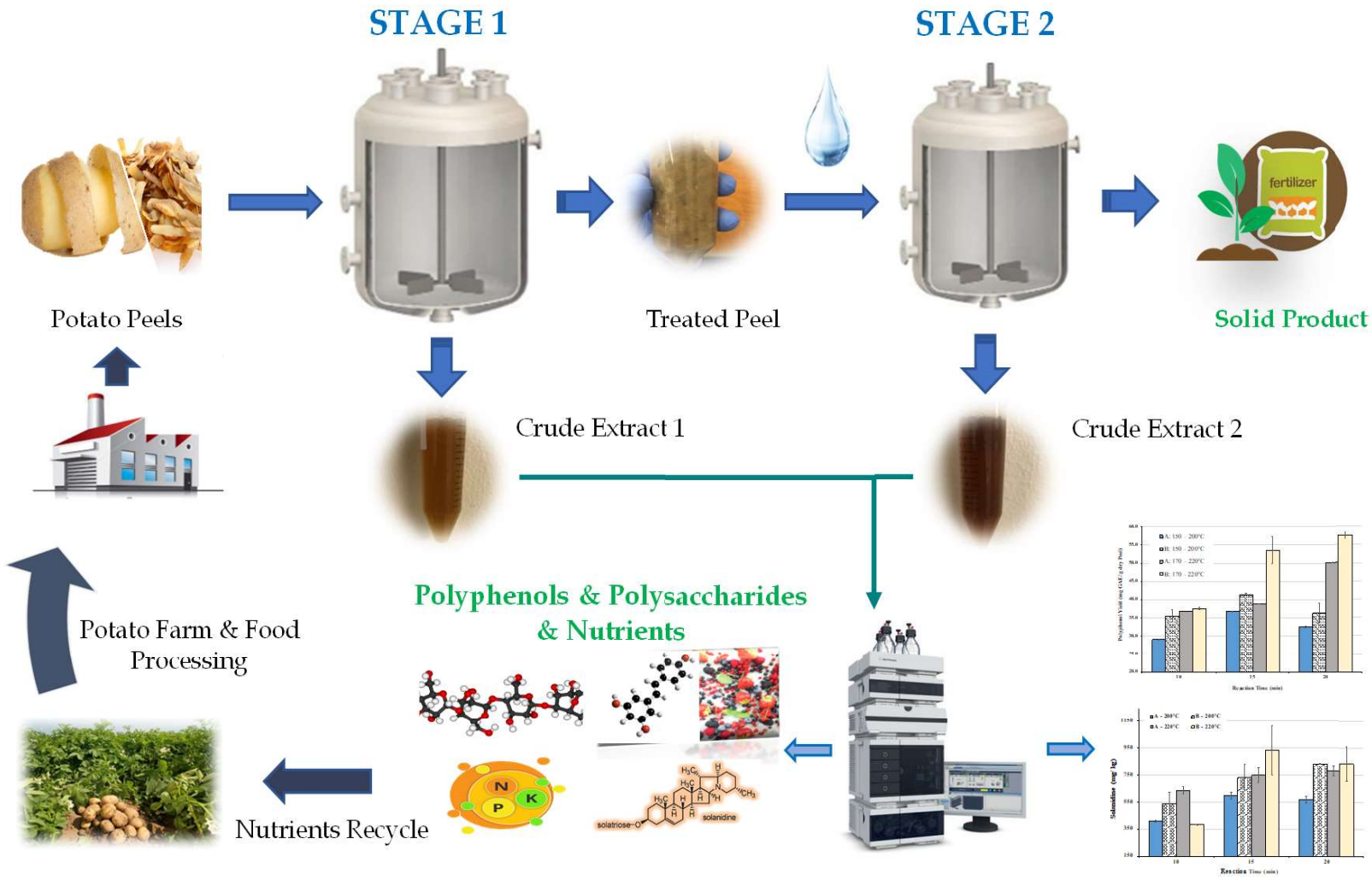
- Advanced prototype stage.
- Patent-pending with broad claims.
- Contacts made with interested companies.
- Featured in multiple trade publications.
- Minimum viable product & proof-of-concept manufacturing achieved.
- Technical gaps remain for structural use.
- CGF-funded milestones will close gaps & prove structural viability.

# DWB Competitive Advantages




- Up to 2X lighter & 10X insulation value of a typical Concrete Masonry Unit (CMU) @ same price point.
- Lower cost than specialty (lightweight) CMU.
- Exclusive recycling method for drywall demo waste.
- Made on industry-standard machines = low barrier to entry for established CMU manufacturers.
- Waste processing requirements less expensive than current methods.

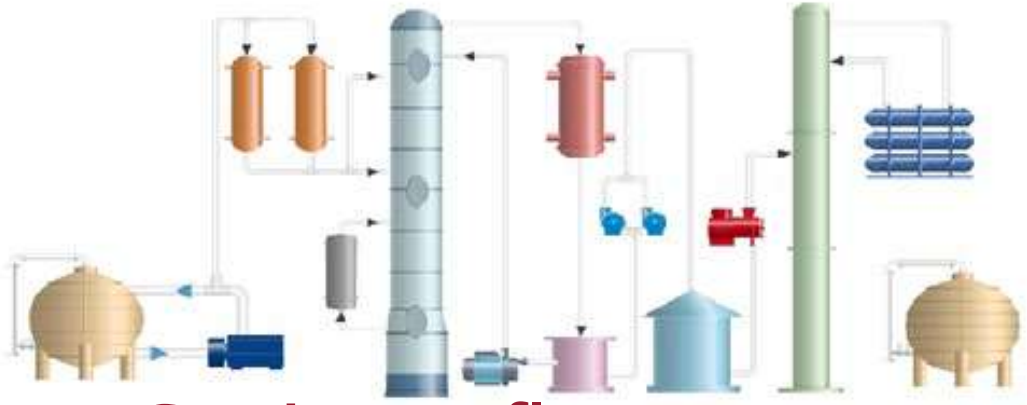
# RECOVERING VALUABLE BIOACTIVE COMPOUNDS FROM POTATO PEELS WITH SEQUENTIAL HYDROTHERMAL EXTRACTION



# A VISIT FROM POTATO PROCESSORS

## GAP Fund Milestones

Batch system



Continuous-flow system

**Provide the performance assessment and industrially useful and scalable process configuration.**

**Collect essential engineering data to further optimize the system, and to support its scale-up.**

**Develop a comprehensive TEA, and determine optimal process conditions based on target products, costs and environmental concerns.**

# AAVogen: A novel therapeutic for treating skeletal and cardiac muscle wasting

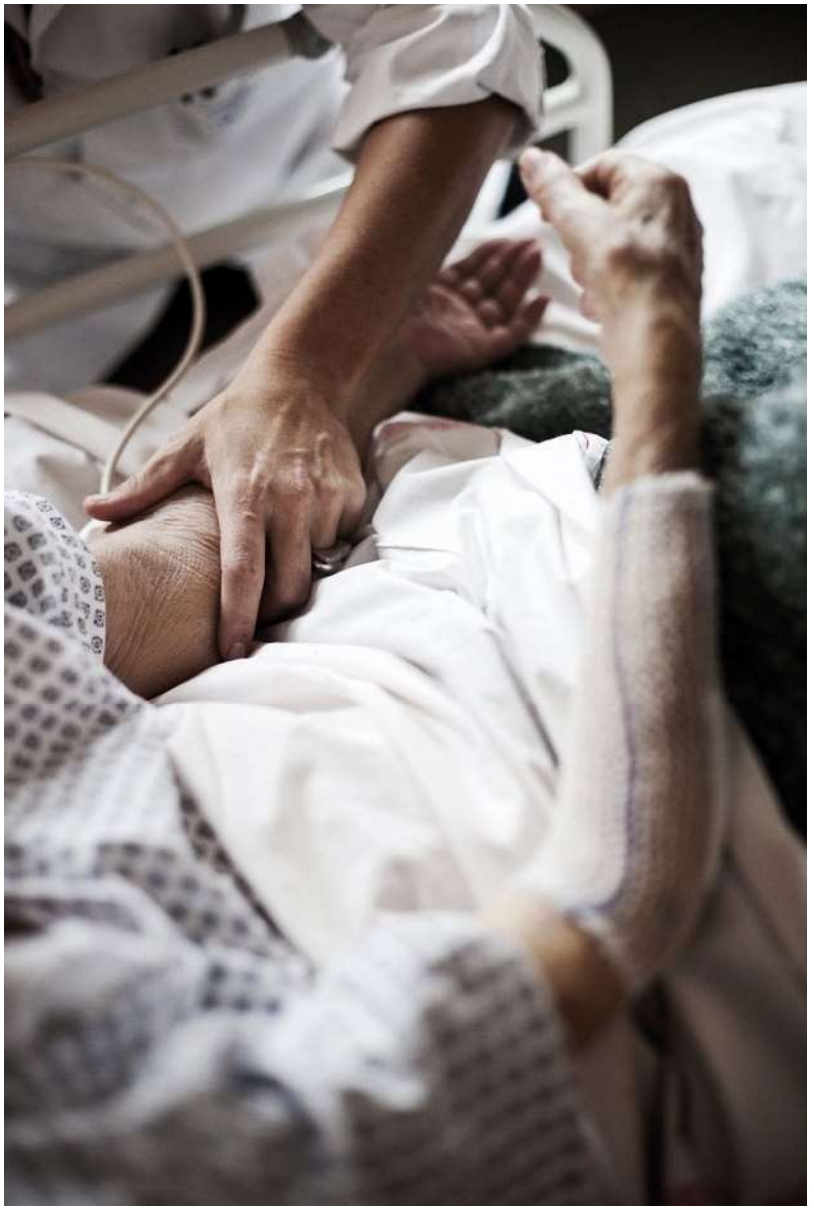
## MUSCLE WASTING

- Muscular Dystrophy
- Cancer Cachexia

**Number of patients suffering from muscle wasting:** 70 million

**Cost:** $550 billion/year

**No therapeutic available**



# AAVogen: A novel therapeutic for treating skeletal and cardiac muscle wasting

## THE SOLUTION

**AAV-based gene therapy increases muscle mass**

WSU INSIDER

RESEARCH

### Scientist develops gene therapy for muscle wasting

July 26, 2016

Let's Share

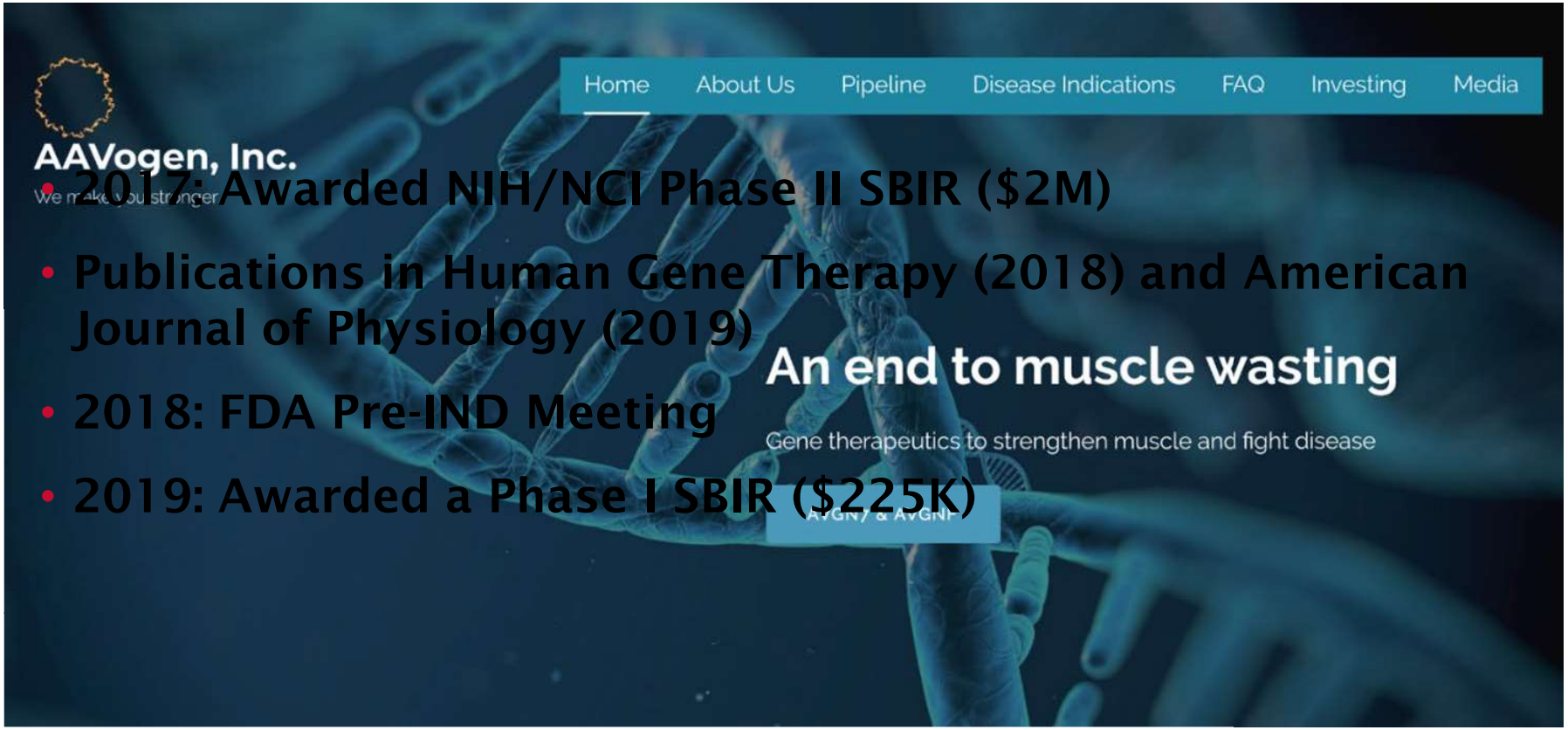
RESEARCH ARTICLE

MUSCULOSKELETAL DISEASE

### *Smad7* gene delivery prevents muscle wasting associated with cancer cachexia in mice

Catherine E. Winbanks,[1] Kate T. Murphy,[2] Bianca C. Bernardo,[1] Hongwei Qian,[1] Yingying Liu,[1] Patricio V. Sepulveda,[1] Claudia Beyer,[1] Adam Hagg,[1] Rachel E. Thomson,[1] Justin L. Chen,[1,3] Kelly L. Walton,[3] Kate L. Loveland,[4] Julie R. McMullen,[1,5,6] Buel D. Rodgers,[7] Craig A. Harrison,[3,4,6] Gordon S. Lynch,[2] Paul Gregorevic[1,2,4,8]*

# AAVogen: A novel therapeutic for treating skeletal and cardiac muscle wasting




- 2017: Awarded NIH/NCI Phase II SBIR ($2M)
- Publications in Human Gene Therapy (2018) and American Journal of Physiology (2019)
- 2018: FDA Pre-IND Meeting
- 2019: Awarded a Phase I SBIR ($225K)

## AAVogen: Stronger than ever!!

# Tips and Tricks to create a successful proposal

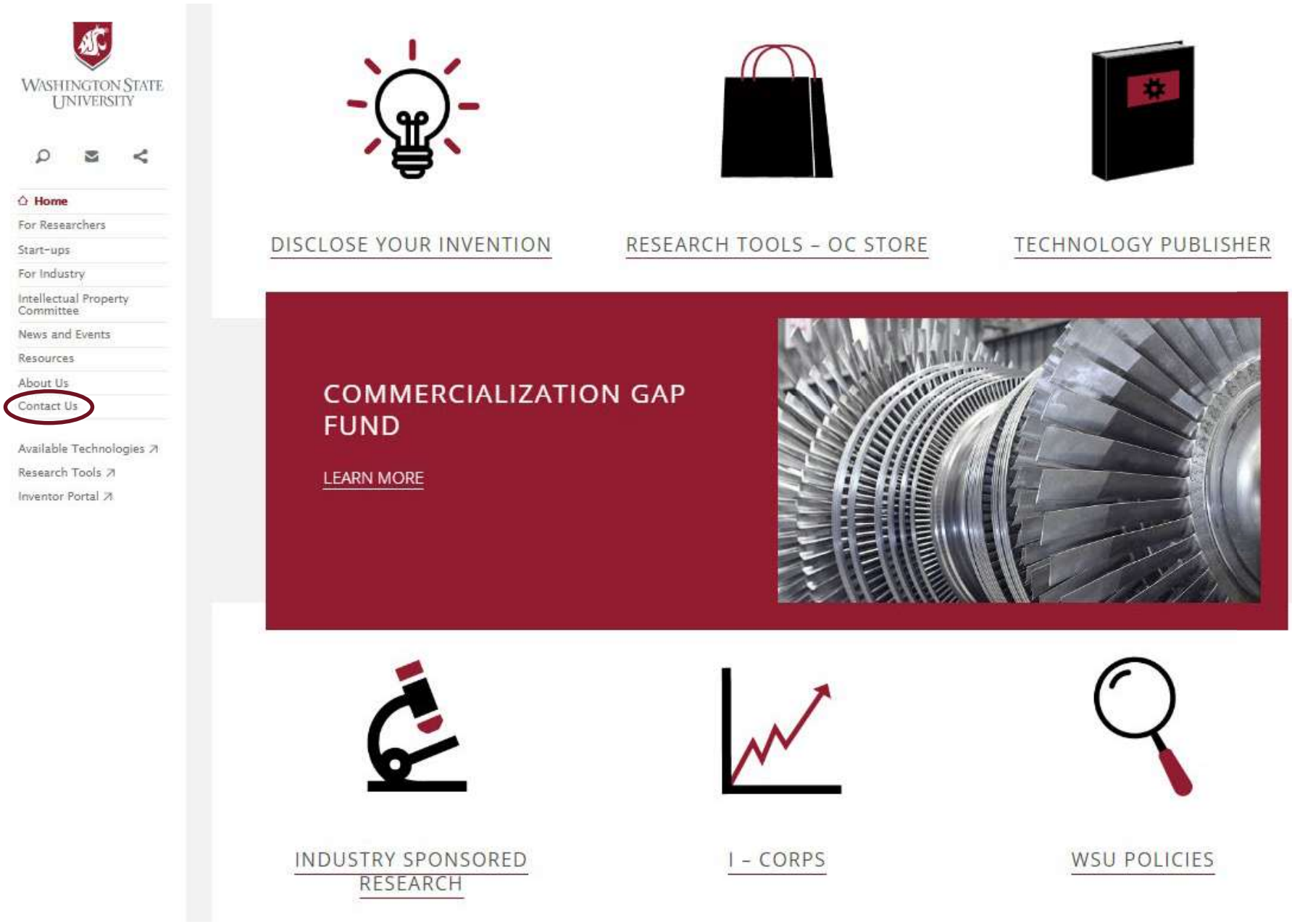
- Prepare pre-proposal ahead of time
- Identify as many potential customers as possible
- Provide detailed distribution of the funding needed for the project

# Innovation Corps (I-Corps) Program

- Developed by National Science Foundation (NSF) in 2011
- Helps transition academic research to the marketplace
- Teams funded up to $2500 for
  - Prototype development
  - Attending conferences
  - Other needs related to refining the team's business model
- Two cohorts each year:
  - Fall – September to October
  - Spring – January to March

Learn more: https://research.wsu.edu/icorps/about/

# OC Homepage: https://commercialization.wsu.edu/



# FY20 Deadlines

- Letter of Intent – **July 24, 2020**
- Preproposal – **September 18, 2020**
- Internal Review – **September 23, 2020 – October 7, 2020**
- Full Proposal – **November 2, 2020**
- Slides Due – **November 6, 2020**
- Presentation – **Week of November 9, 2020**

https://commercialization.wsu.edu/commercialization-gap-fund/