WSU Commercialization Gap Fund
(CGF) Key Dates and Materials

2016 Important Dates:

Letters of Intent Due
Email completed form to commercialization@wsu.edu
Friday, July 29, 2016, 11:59 p.m.

Pre-proposal Due
Submit to ORSO using eREX Form
Friday, September 23, 2016, 11:59 p.m.

Internal Committee Review
September 27, 2016 – October 11, 2016

Full Proposals Invited
Week of October 17, 2016

Full Proposals Due
Submit to ORSO using updated eREX Form. Please see STEP 7 for additional instructions.
Friday, November 4, 2016, 11:59 p.m.

PowerPoint Slides for Invited Pitches Due
Friday, November 11, 2016, 11:59 p.m.

Full Proposal Review
Monday, November 14, 2016 & Thursday, November 17, 2016

Award Announcements
Week of November 28, 2016

Funded Projects Begin
January 1, 2017

Required Application Materials:
Please review this document in its entirety before completing and submitting the required application materials.

All necessary forms are available on the OC web site: www.commercialization.wsu.edu and through the links in this document.

- Letter of Intent (LOI) – Due Friday, July 29, 2016, 11:59 p.m.
- CGF Pre-proposal Form – Due Friday, September 23, 2016, 11:59 p.m.
- Full Proposal – Due Friday, November 4, 2016, 11:59 p.m.
  - CGF Application Form
  - Revised CGF Pre-proposal Form (may be requested after the pre-proposal review)
  - Executive Summary
  - CGF Pitch Template
WSU CGF Application Process:
1. Disclose and Assign Technology
2. Contact your WSU OC Technology Licensing Associate to discuss your potential proposal
3. Submit a Letter of Intent (LOI)
4. Submit Pre-proposal Form
5. Internal Committee Review
6. Obtain Customer Feedback
7. Submit Full Proposal
8. Proposal Presentation and Review
9. Award Distribution

STEP 1. Disclose Invention and Assign Technology
The technology under development must first be disclosed to the WSU 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.

STEP 2. Contact Your WSU OC Technology Licensing Associate (TLA) to Discuss Your Potential Proposal
After disclosure, communicate with your TLA to discuss your project and what you may need to accomplish to move it toward commercialization. Your TLA can provide guidance throughout the CGF application process. The OC staff will communicate with you frequently to help gather concrete market information, assess the competition landscape and potential licensees, and conduct a patent landscape analysis. This team effort will lead to a strong, commercialization-focused proposal.

STEP 3. Submit a Letter of Intent (LOI) for the CGF Application Process
Letters of Intent will be accepted until 11:59 p.m. on July 29, 2016. Please fill out the LOI form and email to commercialization@wsu.edu with the following information:
- PI full name
  *The designated PI must be affiliated with WSU for the duration of the funding cycle.*
- Descriptive title of project in layman terms
- OC Technology Licensing Associate’s name

STEP 4. Submit the Pre-proposal
The Pre-proposal Form includes the following 4 sections:
1. Abstract
   Please respond to the below prompts (limited to space provided on the form).
   - In five sentences or fewer, and in layman language, describe the core innovation you created.
   - What are the end product results you are striving for?
   - How is the product unique?
     - What advantages does it contain compared to the current market offerings?
     - How might a competitor seek to copy it?
   - Who is the customer? Please list the names, organizational affiliation, and specific feedback for the customers you contacted (minimum of five).
• Please quantify the potential market size you will address.
• Do you have a prototype or completed solution? Describe what stage the technology is at in its development.
  o What still needs to be done after this funding to get to license and to market?
• Why is CGF funding necessary to advance this technology towards commercialization?
• Describe the current intellectual property (IP) landscape. Are you aware of any potential conflicts with existing IP holdings?
• Do you see this as a license given to an existing company or as a new WSU spin-out? Why?
• If a spin-out, what specific role (if any) would you want to play with the new company? List the roles of anyone else participating in the new company.

2. Measureable milestones and timeline for the project
Commercialization includes meeting goals in a timely manner. Provide measurable milestones and their dates. If you are given a CGF award, a brief progress report documenting the successful completion of each funded milestone will be required before releasing the money for the subsequent milestone.

3. Budget worksheet and budget justification
Applicants may request an award of up to $50,000. Award amounts may vary and/or be adjusted based on the number of projects funded and other budgetary considerations. No CGF award will exceed $50,000. The technology development or research budget is limited to $45,000. Prepare your budget accordingly. An additional $5,000 will be available for WSU related business development activities (e.g., marketing studies, reimbursement for regulatory consultation, customer contacts and feedback). Please be sure to work with your TLA to ensure your proposed business development activities are allowable expenses.

4. Funding worksheet
Provide a comprehensive list of all previous and planned funding for this technology including: the funding source (e.g., NIH, NSF, DOE, DOD, USDA), the funding mechanism (e.g., RO1), the dates of funding (for proposed funding, estimate the date you expect to receive the funding), all previously funded milestones, and indicate whether each milestone was achieved. You may attach additional pages for the funding worksheet.

Pre-proposals will be accepted until 11:59 p.m. on September 23, 2016. Please submit proposals to ORSO using an eREX Form. Please upload your pre-proposal as an attachment to the eREX Form.

Pre-proposals will be reviewed internally for compliance and alignment with the rules and goals of the CGF program. Any pre-proposal not conforming to the specific instructions on the form will be rejected and applicants will be required to wait until the next funding cycle to resubmit. Unless the pre-proposal fails to comply with the rules above, all projects will advance to the Internal Committee Review, STEP 5.

STEP 5. Internal Committee Review
The internal committee review will be conducted from September 27, 2016 – October 11, 2016. Invitations to submit a full proposal will be sent via email during the week of October 17, 2016. Feedback on the strengths and weaknesses of submitted proposals will be made available upon request.
STEP 6. Obtain Customer Feedback
There is an expectation that teams (e.g., the PI and other researchers, graduate students, interns, entrepreneur or industry partners) will make direct contact with at least five potential customers during this step. Names, organizational affiliation, and specific feedback are required in the pre-proposal. In this step, the team should work as a unit to get the greatest value from customer interactions.

The customer feedback will be different for every project. We are looking for an understanding of the market potential surrounding your technology.
- Who is the customer, purchaser, and end-user?
- What accomplishments or milestones would motivate the customer to change from their current practice to adopting your technology?
- What is the minimal viable product that might serve as a market entry point?
- What is the initial customer base?
- What do they say about overall commercial potential?
- Do they confirm your view of the stakeholders?

STEP 7. Submit Full Proposal
CGF full proposals will be accepted only from teams invited to submit a full proposal. CGF full proposals are due on Friday, November 4, 2016 by 11:59 p.m. Please resubmit your eREX from STEP 4 and attach the documentation outlined below. The eREX and supported documentations should be submitted to ORSO.

Full proposal submissions include the following:
Note: the full proposal submission also includes an executive summary.
- **CGF Application Form** for each PI signed by the PI’s Dean and chair
  The designated PI must be affiliated with WSU for the duration of the funding cycle.
- Executive Summary (1-3 pages) containing:
  - Overview
    - Give a clear and concise overview of what your innovation is and why the reviewers should be interested in learning more.
  - Problem and Solution
    - Describe the solution your innovation will deliver and the value it offers to customers. Don’t go overboard in describing the technology at the expense of adequately addressing the business opportunity.
  - Market
    - Describe the minimum viable product.
    - Describe the market you will target.
    - Summarize customer feedback.
    - Who is the customer? Please list the ones you contacted in STEP 6 and their specific feedback.
  - Competition and Differentiation
    - Who/what are the competitors in the market?
    - What differentiates you from the rest of the companies competing against you for market share?
    - How is the market fragmented and who are the big players?
  - Traction
Intellectual Property
- Describe the intellectual property landscape.

Regulatory and Reimbursement (if applicable)
- Include a plan with a clear path to clinical approval and payment.

Management Team
- Briefly list team members.
- Why are they the best possible team to achieve the next value-added milestone?
- Identify any key hires that could complete the team.

Technical Plan: With each milestone, include an argument for how it will add value.
- Milestone 1 and associated activities
- Milestone 2 and associated activities
- Milestone 3 and associated activities

Needs/benefits of CGF support, including a plan to attract follow up funding.

Any figures or tables MUST be included within the three-page limit. Any pages over the three-page limit will be removed and not considered. References should be limited to one additional page.

STEP 8. Proposal Presentation and Review
Final reviews will be held on Monday, November 14, 2016 and Thursday, November 17, 2016. A specific time will be assigned to each participant, come prepared to present a maximum 10 minute pitch of your technology and the commercial opportunity to a panel of experts. PIs must use the pitch template at the end of this document as a guide for preparing the presentation. A PowerPoint based on the slide outline below is also permitted. PowerPoint files must be emailed to commercialization@wsu.edu by 11:59 p.m. on November 10, 2016.

PowerPoint Outline
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

STEP 9. Award Distribution
The OC staff in collaboration with the PI and departmental fiscal personnel will make the necessary arrangements prior to the disbursement of funds.
Outline for Pitch for WSU OC CGF application
Times listed are suggested guidelines. Prepare for a 10-minute pitch with 10 minutes of discussion. You may prepare PowerPoint slides to assist in conveying the below information. A PowerPoint template will be provided and are not to exceed nine slides (please see STEP 8), Email prepared PowerPoint slides to commercialization@wsu.edu by 11:59 p.m. on November 10, 2016.

Introduction (15-20 seconds)
- Introduce yourself
- In one sentence, tell what your technology is

The Problem (30 seconds)
- Describe the qualitative and quantitative view of the problem. A story or scenario can be helpful
- Describe any gap in the market that could provide an opening for your technology

The Solution (1-2 minutes)
- Describe your product or service in terms of societal level benefits

Traction (60-90 seconds)
- Do you have a prototype or completed solution? Describe where the technology is in its development. What still needs to be done after this funding to get to license or market?
- Discuss milestones
- Patents filed or signed contracts with partners, if any

Market Size and Customers (1 minute, 30 seconds)
- How large is the addressable market?
- How is the market structured?
- Number of customers; summary of customer feedback
- Describe any disruption in market that might provide an opening for your technology

Go to Market plan (30 seconds)
- How long?
- Who are the decision makers and influencers of your customer?

Competition (30-60 seconds)
- Orient reviewers to direct and indirect competition
- Highlight your differential advantage

Team (30-60 seconds)
Why is CGF funding necessary to advance this technology towards commercialization?