



**WASHINGTON STATE UNIVERSITY**  
**Office of Commercialization**

**Commercialization Gap Fund**

Application Materials and Information  
FY 2016-2017

[commercialization.wsu.edu](http://commercialization.wsu.edu)

## WSU Commercialization Gap Fund (CGF) Key Dates and Materials

### 2016 Important Dates:

Letters of Intent Due <i>Email completed form to <a href="mailto:commercialization@wsu.edu">commercialization@wsu.edu</a></i>	Friday, July 29, 2016, 11:59 p.m.
Pre-proposal Due <i>Submit to <a href="#">ORSO</a> using <a href="#">eREX Form</a></i>	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 <i>Submit to <a href="#">ORSO</a> using updated <a href="#">eREX Form</a>. Please see STEP 7 for additional instructions.</i>	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](http://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](mailto: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.
  - 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](mailto: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](mailto: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?