



Office of

Commercialization

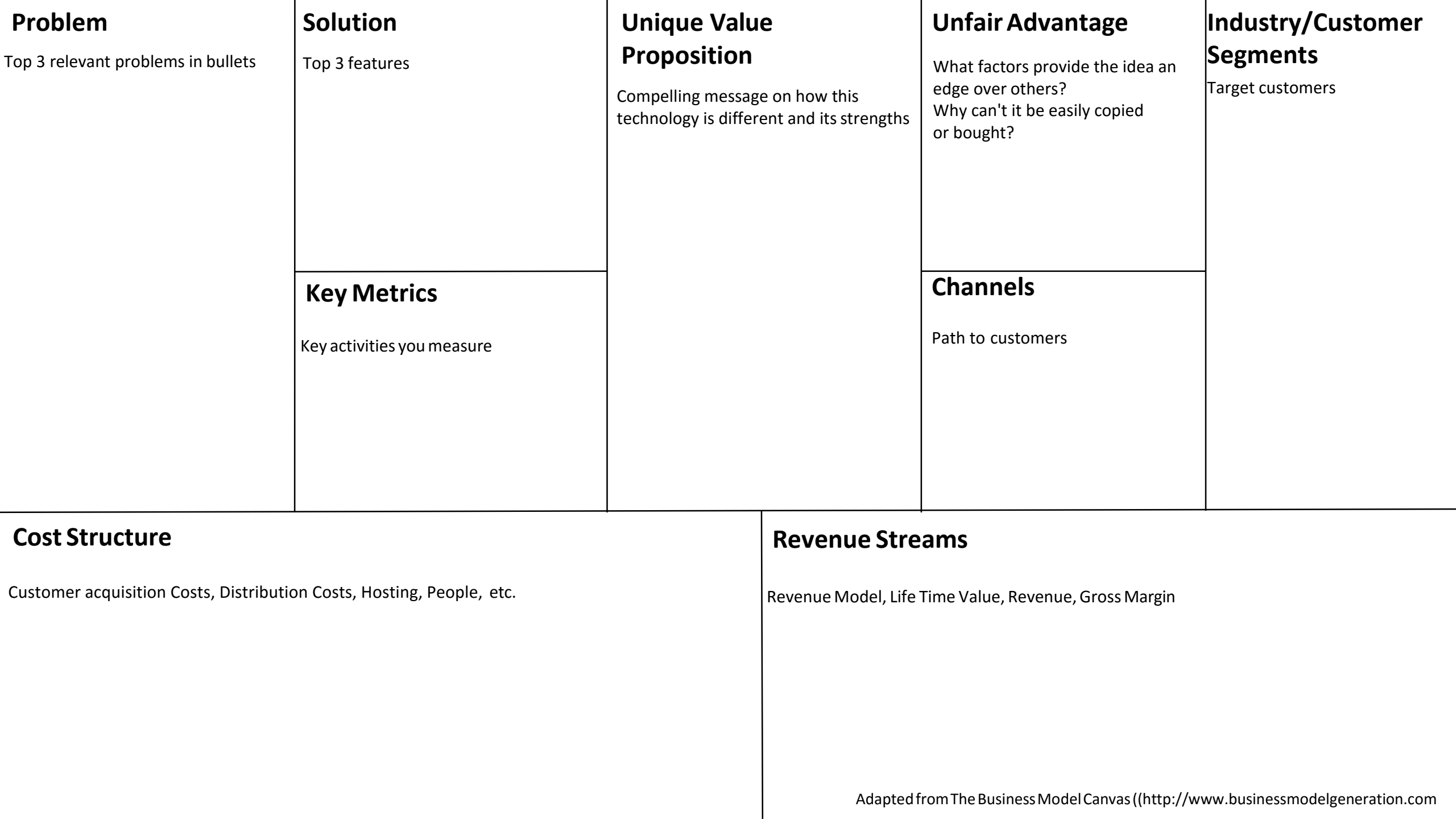
WASHINGTON STATE UNIVERSITY

Commercialization Gap Fund Pre-Proposal

PRINCIPAL INVESTIGATOR:

PROPOSAL TITLE:

INVENTION DISCLOSURE NO.



Problem

Top 3 relevant problems in bullets

Solution

Top 3 features

Unique Value Proposition

Compelling message on how this technology is different and its strengths

Unfair Advantage

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

Industry/Customer Segments

Target customers

Key Metrics

Key activities you measure

Channels

Path to customers

Cost Structure

Customer acquisition Costs, Distribution Costs, Hosting, People, etc.

Revenue Streams

Revenue Model, Life Time Value, Revenue, Gross Margin

CUSTOMER DISCOVERY LIST

PI name:	
Proposal Title:	
Invention Disclosure Number:	

	Name	Company	Job Title
1			
2			
3			
4			
5			
6			
7			
8			
9			
10			
11			
12			
13			
14			
15			

1. Please include customer feedback if you have already received any.

2. Do you have a prototype or completed solution? Describe what stage the technology/product is in development. What still needs to be done after this funding to get licensed and to market?

3. Why is CGF funding necessary to advance this technology towards commercialization? (i.e. "but for CGF funding" there is no other mechanism to move it forward).

4. Describe the current Intellectual Property (IP) landscape. Are you aware of any potential conflicts with existing IP holdings?

5. Do you see this as a license given to an existing company or as a new WSU spin-out, service center or any other venture? Why?

6. If a spin out, what specific role (if any) would you want to play with the new company? Also, list the roles of anyone else who would participate in the company.

MILESTONES & TIMELINE FOR YOUR PROJECT

	MILESTONE	ESTIMATED COMPLETION DATE	DESCRIPTION
	Business Development Milestone		
	Milestone # 1		
	Milestone # 2		
	Milestone # 3		
	TOTAL	12 months	

PREVIOUS FUNDING

In chronological order, please list all previously funded grants including any SBIR or STTR that have contributed to this project. For grants that are either currently proposed or in progress, please use the following page.

Funding Source and/or Mechanism	Award Date	Amount	Funded Milestone	Milestone Achieved
				<input type="checkbox"/>
				<input type="checkbox"/>
				<input type="checkbox"/>

Have you participated in any of the funding/training opportunities within WSU:

Amazon Catalyst

ICorps

Other :

If you were awarded, please provide the award amount:

BUDGET WORKSHEET

	Business Development Milestone	Milestone # 1	Milestone # 2	Milestone # 3	TOTAL (in dollars)
Salaries and Wages					
Contract Personnel Services					
Other Contractual Services					
Supplies and Materials					
Retirement & Benefits					
Operating Fees/Tuition					
Travel					
Other Expenses					
TOTAL (in dollars)					

BUDGET JUSTIFICATION

Salaries & Wages

Contract Personal Services

Other Contractual Services

Supplies & Materials

Retirement & Benefits

Operating Fees/Tuition

Travel

Other Expenses