Commercialization Gap Fund (CGF) Workshop

Office of Commercialization
April 16, 2020
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)
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
Public Proposal Invitations: Week of October 12, 2020
Full Proposal Due: Friday, November 6, 2020, 5:00 p.m.
Award Announcement: Week of November 9, 2020
Funded Project Begin: Week of December 7, 2020
January 1, 2021

THE PROCESS

1. Disclose your invention
2. Contact your technology licensing manager
3. Submit your Letter of Intent
4. Fill out the Pre-proposal form
5. Internal Committee Review
7. Submit your Full Proposal
8. Present to Committee members and Review
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 you are 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 towards 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/
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.

**Lead Principal Investigator** *
- Butch T. Coug

**What is your Disclosure or Case Number?** *
- DISCI-XXXX

**Email** *

**Please select the most appropriate 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

**Disclosure ID**: Disclosure-20-00048  
**Tech ID**: TC_TEST

### Title of your Pre-Proposal application
Add your title for your Preproposal here. (Max 600 characters)

### What stage is the technology/product at in development?
What still needs to be accomplished after funding to see this technology to market and licensed? (Max 800 characters)

### What specific role (if any) would you want to play within the new company? Please also list anyone else who would participate in the company.

### What category does this application fall under?

### Describe the current intellectual property landscape.
Have you researched or know of any potential conflicting products that already exist? (Max 800 characters)

### Do you have a prototype or completed solution?
[ ] Yes  [ ] No

### Have you received any customer feedback? If so please summarize your findings.

(Max 800 characters)
# Pre-Proposal

### *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?

(350 characters max)

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

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

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

### *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?

### *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.

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

- How will you track consumer engagement, excitement, and usage of your product? (120 characters max)
- How does your product fit into the bigger picture; where does it fall in the grand scheme of things? (350 characters max)

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

- How will you interact with consumers, inform them of your developments and services? (350 characters max)

### *Cost Structure*
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.

(200 characters max)

### *Revenue Streams*
What is your revenue model for both gross and lifetime 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.

(200 characters max)
List your contacts that you have fostered that will be crucial in commercializing your invention.

* Company
  Company Name

* Contact
  First Name, Last Name

* Title

Email

Phone

(123) 456-7890

Add
Please outline significant events that you plan on achieving if awarded funding.

<table>
<thead>
<tr>
<th>Milestone</th>
<th>Anticipated Completion Date</th>
<th>Details (Max 500 characters)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Milestone 1</strong></td>
<td>12/31/2001</td>
<td></td>
</tr>
<tr>
<td><strong>Milestone 2</strong></td>
<td>12/31/2001</td>
<td></td>
</tr>
<tr>
<td><strong>Milestone 3</strong></td>
<td>12/31/2001</td>
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<tr>
<td>Business</td>
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<tr>
<td>Development</td>
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<tr>
<td>Milestone</td>
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</table>
# Pre-Proposal

<table>
<thead>
<tr>
<th>Funding Source</th>
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<tbody>
<tr>
<td><strong>Funding Source</strong></td>
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<table>
<thead>
<tr>
<th>When was this fund awarded?</th>
<th>Amount awarded</th>
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</thead>
<tbody>
<tr>
<td>12/31/2001</td>
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</table>

<table>
<thead>
<tr>
<th>What was the goal for funding awarded fund?</th>
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<tbody>
<tr>
<td>Example: Build full size prototype.</td>
<td></td>
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</table>

<table>
<thead>
<tr>
<th>Did you meet that goal?</th>
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<tbody>
<tr>
<td>Yes</td>
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<thead>
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<th>Grant Money</th>
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<tbody>
<tr>
<td>Funding Amount</td>
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<tr>
<td>Funding Date</td>
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<thead>
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</thead>
<tbody>
<tr>
<td>Funding Amount</td>
<td>$20000.00</td>
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<tr>
<td>Funding Date</td>
<td>3/3/2020</td>
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</table>
Pre-Proposal

**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.

<table>
<thead>
<tr>
<th>Category</th>
<th>Milestone 1</th>
<th>Milestone 2</th>
<th>Milestone 3</th>
<th>Business Development Milestone</th>
<th>Total</th>
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<td>Modernization fee</td>
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<td></td>
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<tr>
<td>Contract and Personnel Services</td>
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<td>$0.00</td>
<td>$0.00</td>
<td>$0.00</td>
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<tr>
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<td>$0.00</td>
<td>$0.00</td>
<td>$0</td>
</tr>
<tr>
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<td>$0.00</td>
<td>$0.00</td>
<td>$0</td>
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<tr>
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<td>Travel</td>
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<td>$0.00</td>
<td>$0.00</td>
<td>$0</td>
</tr>
<tr>
<td>Other Expenses</td>
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<td>$0.00</td>
<td>$0.00</td>
<td>$0.00</td>
<td>$0</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>$0</strong></td>
<td><strong>$0</strong></td>
<td><strong>$0</strong></td>
<td><strong>$0</strong></td>
<td><strong>$0</strong></td>
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</table>

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

<table>
<thead>
<tr>
<th>Category</th>
<th>Amount Requested</th>
<th>Details</th>
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</thead>
<tbody>
<tr>
<td>Salaries</td>
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<tr>
<td>Contract Personal Services</td>
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<td>(Max 500 characters)</td>
</tr>
<tr>
<td>Other Contractual Services</td>
<td>$0</td>
<td>(Max 500 characters)</td>
</tr>
<tr>
<td>Supplies and Materials</td>
<td>$0</td>
<td>(Max 500 characters)</td>
</tr>
<tr>
<td>Retirement &amp; Benefits</td>
<td>$0</td>
<td>(Max 500 characters)</td>
</tr>
<tr>
<td>Travel</td>
<td>$0</td>
<td>(Max 500 characters)</td>
</tr>
<tr>
<td>Other Expenses</td>
<td>$0</td>
<td>(Max 500 characters)</td>
</tr>
<tr>
<td><strong>Grand Total Requested</strong></td>
<td><strong>$0</strong></td>
<td></td>
</tr>
</tbody>
</table>
Pre-Proposal

* 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)
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.
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

Team Members:

- E.K. Xie
  - College of Agriculture, Human & Natural Resources Sciences
  - Animal Sciences B.S. candidate 2020

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

- Shannon Gibson
  - Accounting & Communication
  - Professional MSU Alumni

- Jesse Seznel
  - Associate Professor
  - Fine Arts Methods, Aesthetics, Making

- Jon Marquarding
  - Assistant Director
  - Learning Innovations Facilities, Oversight

- Robert Kreike
  - Associate Professor
  - Interior Design
  - School of Design & Construction
  - Florida Marketing Association

- Lisa Johnson-Skull
  - Writing Program Associate Director
  - New Directions
Drywall Waste Blocks (DWB) turn low-value waste into cost-effective, high-performance building materials.

New ways to recycle old building waste

WSU faculty develop a way to convert drywall waste into construction blocks.
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

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

Scientist develops gene therapy for muscle wasting

July 26, 2016

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,1 Julie R. McMullen1,5,6 Buel D. Rodgers,7 Craig A. Harrison,3,4,6 Gordon S. Lynch,2 Paul Gregorevic1,2,4,8
AAVogen: A novel therapeutic for treating skeletal and cardiac muscle wasting

- 2017: Awarded NIH/NCI Phase II SBIR ($2M)
- 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

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