[**Project Title**]

[ROI; BDP]

[**Applicant Name**]

*Total page limit is 4 pages, 1” margins, 11pt minimum font size, single spaced minimum spacing. Concise answers are preferred over extremely detailed answers.*

**Team**

List team members involved in technology development (i.e., name, title & department, if applicable). Also list any critical advisors/mentors to team.

**Project Overview**

Briefly and concisely describe the proposed Postdoctoral Entrepreneurship project. Limit 120 words.

**Problem Technology Addresses**

Describe the problem/need that this technology addresses. Provide an overview of the prospective market(s) for this technology. Include figures for numbers of available customers/users/procedures, total value, segments, as well as a brief competitive landscape including key competitors and how your technology is different from the current state of the art or gold standard.

**Project Progress to Date Towards Commercialization**

Describe project commercialization activities to date (e.g., I-Corps, Idea to plan or Gap fund). Describe what you are expecting to achieve during the program. Please clearly state the expected deliverables and how they enhance the commercial readiness and value of the technology.

**Milestones and Timeline during the Postdoctoral Entrepreneurship Program**

Please list and briefly detail key milestones during the program period in the table below or create a development timeline. Add rows as needed. Note 8 pt. font is acceptable for table.

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| ***Project Milestones*** | ***Criterion/Deliverable*** | ***Q1*** | ***Q2*** | ***Q3*** | ***Q4*** |
| *SBIR/STTR application* |  |  |  |  |  |
| *National I Corps Program* |  |  |  |  |  |
|  |  |  |  |  |  |

**Additional Milestones/Challenges to meet to Commercialize Technology**

List any other anticipated major milestones/challenges required for the technology to reach commercialization including regulatory, reimbursement or certification requirements if applicable.

**Commercialization Plan**

Briefly describe your longer-term plan for commercializing this technology and overcoming key challenges identified above. Briefly explain the business model you envision for technology once it reaches commercialization, i.e., how you will make money.

**Critical skills/role in Development of Technology**

Please describe critical skills, experience, know-how, interest, or other factors you bring to successfully commercialize this technology. If a specific candidate has not been identified list the required skills.