**Project Title**

# **Team Composition and Background**

**Entrepreneurial Lead(s):** <<Name>> <<Email>>

Two or three brief lines about who you are and where you are from. Please state the relationship between this person and the technology being explored in the program.

**Technical Lead:** <<Name>> <<Email>>

Two or three brief lines about who you are and where you are from. Please state the relationship between this person and the technology being explored in the program.

**Principal Investigator:** *(only if different than the Technical Lead)* <<Name>> <<Email>>

The PI for the proposal who will accept the award on behalf of the university.

**Industry Mentor:** <<Name>> <<Email>>

Two or three brief lines about who you are and what startup, entrepreneurial, or business development experience you have. Please state the unique qualifications or network that you bring to the table. The mentor should not be a third technical expert.

# **NSF I-Corps Eligibility**

There are two ways to be eligible for the NSF I-Corps program. Please fill in information for one of the following:

1. Completion of a Regional I-Corps program
   1. Hosting institution:
   2. Dates:
2. Current or former NSF research award (within the last 5 years)
   1. NSF research award number(s):

# **Technology (Intellectual Merit)**

Brief description of the core technology. High level and straightforward technology description and what it could do. Do not provide a lot of details, specifications, etc. However, it should be clear what is unique about the technology and its capabilities relative to other approaches. This is especially important if you are coming into the program via a route *other than* a previous NSF grant.

# **Commercial Applications (Broader Impacts)**

This section is your current best guess/hypothesis of the potential applications and customers for the technology. You do not need to know a definite answer to the question of what market need you will meet. The key is being very specific about your market. Markets that appear too vague and ill defined, will get extra scrutiny in the review process. At the same time, you should indicate a willingness to let the customer discovery process guide you toward the strongest pull/need in the market. Please mention specific people (by job title and company) that you guess might be interested in the technology and why they might be interested. What problem do you solve for whom? Be especially careful to avoid listing “industries”. (e.g. Oil and Gas will be interested in my tech …)

# **Current Commercialization Plan**

Brief description of the current commercialization plan. A commercialization plan consists of steps and milestones. The reviewers understand it is preliminary and likely incorrect. It just shows you have given some thought to the issue. You are not “graded” on the accuracy of this portion of the Executive Summary. Try to include the following:

* How are you going to address the technical risk? For example, key milestones might be building a feasibility prototype or first product prototype. What technical risk are the prototypes trying to address? What testing do you need to do?
* How are you going to address the market risk? What level of market knowledge will you need before moving forward with the technology development?
* Do you plan on forming a company or licensing the technology? (“I don’t know yet” is also an acceptable answer). Do you plan on applying for an SBIR or raising venture capital? Are there other translational grant sources in your University that you plan to apply for? Do you need to hire key team members or expertise?