**Project Title:**

1. **Market Opportunity**
   1. Describe succinctly what product or service you are planning to deliver based on your innovations:
   2. Address Market Opportunity:
   3. Describe the channels you would employ to reach the targeted customer
   4. What business model will you adopt to generate revenue from your innovation?
   5. Potential Societal, Educational, or Scientific Benefits
2. **Company/Team**
3. **Competition/Intellectual Property**
   1. Current, existing, or emerging products or services in patent literature, which may be substitutes for your innovation
   2. Current IP for your product/service
   3. Future IP for your product/service
4. **Finance and Revenue Model**
   1. Staged Finance Plan
   2. Anticipated Costs
   3. Contacts, Leads, Previous Relationships, and Agreements
   4. Estimate of DOE return on investment
   5. Provide annual pro formas for the next five years