

Project Pitch prepared for the National Science Foundation

1) Technology Innovation

2) Technical Objectives and Challenges

3) Market Opportunity

4) Company and Team

Commented [NF1]: Before starting this document, carefully read through the [Technology Topic Areas](#) and know where your solution falls into their R&D priorities. You will have to select one of these areas during the submission process.

Commented [NF2]: 500 words max
Describe the technical innovation that would be the focus of a Phase I project, including a brief discussion of the origins of the innovation as well as an explanation as to why it meets the program's mandate to focus on supporting [research and development \(R&D\)](#) of unproven, high-impact innovations.

Essentially, describe why your future product is innovative and what it does differently than other solutions.

Commented [NF3]: 500 words max
Describe the R&D or technical work to be done in a Phase I project, including a discussion of how and why the proposed work will help prove that the product or service is technically feasible and/or significantly reduce technical risk. Discuss how, ultimately, this work could contribute to making the new product, service, or process commercially viable and impactful. This section should also convey that the proposed work meets definition of R&D, rather than straightforward engineering or incremental product development tasks.

Essentially, what will you be doing during the proposed Phase I effort? How will you accomplish your tasks and what are some key "break points" that will allow you to know that the project is meeting the feasibility goals. Also, cover what the R&D questions are that you will try to answer during this effort.

Commented [NF4]: 250 words max
Describe the customer profile and pain point(s) that will be the near-term commercial focus related to this technical project.

What is the market opportunity for the proposed product? Who will you sell it to and why will they buy it? If the answer is cheaper than other solutions, that is typically not a good enough reason. Your product needs to differentiate itself from the competition.

Commented [NF5]: 250 words max
Describe the background and current status of the submitting small business, including team members related to the technical and/or commercial efforts discussed in this Project Pitch.

You have to convince a reviewer that you have the team, and the business, with the wherewithal and expertise to see a solution to market. You need to be able to enumerate both the development efforts (research prowess, design acumen, etc.), but also the basic business components (marketing, sales, admin, etc.). Convince the reviewer that you have the total package in the terms of talent to see the project forward, or that you know where to get that talent and you recognize where your holes are.