

2. PROJECT SUMMARY

I. Overview, Key Words and Subtopic Name

[Subtopic no.]. {Subtopic Name}

Overview:

Keywords:

II. Intellectual Merit

“This Small Business Innovation Research Phase I project...”

III. Broader Impacts and Commercial Potential

Commented [NF1]: [1 page maximum] The Project summary should be written in the third person, informative to other persons working in the same or related fields, and, insofar as possible, understandable to a scientifically or technically literate lay reader. It should not be an abstract of the proposal. Do not include proprietary information in this summary.

Commented [NF2]: Describe the potential outcome(s) of the proposed activity in terms of a product, process, or service. Provide a list of key words or phrases that identify the areas of technical expertise to be invoked in reviewing the proposal; and the areas of the application that are the initial target of the technology. Provide the subtopic name.

Commented [NF3]: Briefly, what does your innovation do, why do you think it is novel, and what is the eventual goal of your potential product.

Commented [NF4]: This list should be based on applicable key words that your innovation will fit into. For example, if you had a project looking at large scale analytics, you might have keywords of “Big Data”, “Scalable Analysis”, etc. They should be immediately informative to a layman audience.

Commented [NF5]: This Section MUST begin with “This Small Business Innovation Research Phase I Project”. Addresses the intellectual merits of the proposed activity. Do not include proprietary information in the summary. Briefly describe the technical hurdle(s) that will be addressed by the proposed R&D (which should be crucial to successful commercialization of the innovation), the goals of the proposed R&D and a high level summary of the plan to reach those goals.

Essentially, why is your project unique and how is it innovative. What is the merit to actually performing work on the idea to bring it to a commercial market, and how will it push some aspect of the market forward?

Commented [NF6]: Discuss the expected outcomes in terms of how the proposed project will bring the innovation closer to commercialization under a sustainable business model. In this box, also describe the potential commercial and market impacts that such a commercialization effort would have, if successful. Also discuss potential broader societal and economic impacts of the innovation (e.g. educational, environmental, scientific, societal, or other impacts on the nation and the world).

Essentially, on a grand scale, why does it matter that the technology get to market? How will it change what a customer segment will do with their work, daily lives, facilitate interaction, whatever the eventual goal is.