

I. Elevator Pitch

The Motivation

The Customers

The Value Proposition

The Innovation

Commented [NF1]: no more than one page
This document should be used similar to a sales pitch. You have one page to engage the reader and make them want to give you money.

Commented [DM2]: Describe the company's motivation for pursuing this project and the expected impact from the proposed technology, if successful

Commented [NF3]: Describe the expected customer for the innovation. Which unmet customer or market needs are you addressing?

Essentially, what does your potential customer look like and why does he/she want to go out and buy your product to make their lives easier.

Commented [NF4]: What are the benefits to the customer of your proposed innovation? What is the key differentiator of your company or technology? What is the potential societal value of your innovation?

What is it about your product that sets you apart from the rest of the pack operating in that same space?

Commented [NF5]: Succinctly describe your innovation. Which aspects are original and transformative compared to the current state of the art? How is the innovation differentiated from any work done by others in the field? (This section may contain information excluded from the Project Summary because of the proprietary nature.)

Why is your potential product unique for the marketplace?

II. The Commercial Opportunity

i. The Market and Risks

Commented [NF6]: recommended length: 1 – 3 pages

ii. Commercialization Approach

Commented [NF7]: •Describe the market and addressable market for the innovation
•Discuss the business economics and market drivers in the target industry.
•How has the market opportunity been validated? Describe your customers and your basic business model. Describe the competition. How do you expect the competitive landscape may change by the time your product/service enters the market?

iii. Expected Timeline

Commented [NF8]: Describe your commercialization approach. Discuss the potential economic benefits

III. The Technical Solution

i. Technical Solution Description

Commented [NF9]: •Describe your plan and expected timeline to secure these resources.

ii. Key Technical Challenges

Commented [NF10]: recommended length: 2 – 4 pages

iii. Intellectual Property Status

Commented [NF11]: •Briefly describe the technical solution and technology on which it is based. At what

iv. NSF Lineage

Commented [NF12]: •Describe the key technical challenges and risks in bringing the innovation to

v. I-Corps Lineage

Commented [NF13]: •Describe the status of the intellectual property associated with this project and

IV. The Company/Team

i. Key Participants

Commented [NF14]: NSF Lineage (not required for eligibility): Does your project have roots in non-

Commented [JW15]: • I-Corps Lineage (not required for eligibility): If the project team has

ii. Company Vision

Commented [NF16]: recommended length: 1-3 pages

Commented [NF17]: •Describe the company founders or key participants in this proposed project

iii. Current Operations

Commented [NF18]: •Describe your vision for the company and the company's expected impact over the

Commented [NF19]: • If the company has existing operations, describe how the proposed effort would fit

V. Intellectual Merits: Technical Discussion and R&D Plan

i. Technical Breadth of the Innovation

Commented [NF20]: minimum length: 5 pages, recommended length: 5-6 pages

Commented [NF21]: Describe the innovation in sufficient technical depth for a knowledgeable reviewer to

ii. Phase I Key Objectives

Commented [NF22]: •Describe the key objectives to be accomplished during the Phase I research,

iii. Critical Technical Milestones

Commented [NF23]: Describe the critical technical milestones that must be met to get the product or service

iv. Development Plan

Commented [NF24]: •Present an R&D plan, with timeline. What are the objectives, and what

VI. Broader Impacts

Commented [SG25]: Recommended length: 1 – 2 pages