

[Company Name] [Project Title] [Principal Investigator] [Topic Number/subtopic letter]

Project Title:

“(COMPANY NAME HERE) estimates cumulative sales revenues of \$_____ and cumulative licensing revenues of \$_____ during the first 10 years of commercialization.”

1. **Market Opportunity**

2. **Company/Team**

3. **Intellectual Property**

4. **Revenue Forecast**

Commented [MT1]: A brief Commercialization Plan (4 pages maximum, 2000 words maximum, 11-point minimum font size, 1-inch margins, 8.5-inch x 11-inch paper) must be included in a Phase I grant application. If the Commercialization Plan is not included at the time of application submission, your application will be administratively declined without review.

Commented [MT2]: Describe the problem and its urgency that will be solved by the product/service resulting from the technology being proposed. Describe your customers and end-users (if different) providing example companies. Describe your competitors and your competitive advantage and/or value proposition. Describe the market opportunity being addressed. If there are opportunities outside DOE and/or multiple opportunities to pursue, describe your time-phased plan to address. Describe the envisioned business model that will be used to generate revenue.

Commented [MT3]: Describe the capabilities of your team as they relate to the commercialization of your technology; there is no need to repeat technical qualifications which are covered adequately elsewhere in your application. If there are gaps in commercialization expertise on your current team, describe your time-phased plans to address (new personnel, consultants, contractors, etc.).

Commented [MT4]: Describe both the state of the intellectual property that exists in your intended market and plans to protect your intellectual property. Detail the status of patents, trade secrets, and other steps you plan to take to protect your IP.

Commented [MT5]: Provide a revenue forecast during the first 10 years of commercialization. We request the forecast be for 10 years because the path and development time required to bring the technology to market will vary - in some cases, commercialization may begin immediately after Phase II award, but in other cases commercialization may not start for many years beyond completion of the Phase II award. In doing so, be realistic and do not assume widespread and immediate adoption of your technology by the entire customer base. If there are opportunities outside the immediate DOE need, describe your time-phased plan to address.