**Proposal Instructions**

* All proposals are to be completed on this template and created in conjunction with your university representative (to find your university representative, please visit <https://gra.org/page/1077/GRA_innovation_and_entrepreneurship.html>).
* Sections I through XII of the proposal should not exceed 10 pages in length. You are welcome to submit additional figures, graphics, videos, etc. as supplemental information in section XIII or as part of the submission email.
* Fill in each box, overwriting prompts or the red instructions with your response.
* Do not change the margin or the font size (Times New Roman, 12).
* The proposal must be submitted as a Word document (PDFs will not be accepted).
* Proposals are to be submitted to GRA by your University Representative (proposals may be subject to review by your university’s Office of Sponsored Programs or Tech Transfer Office prior to submission to GRA depending on university).

**The use of GRA funds must adhere to both university policies and the laws of the State of Georgia, as outlined below. It is important to note that grant funding is allocated to the university and must be used to support the creation of new intellectual property (IP) or enhance the value of existing IP (including all forms of IP, not limited to patents). The university retains ownership of any work outputs resulting from these efforts, and any associated company would be required to license such outputs for their use. Utilizing funds solely for the benefit of a company (as further detailed below) is prohibited.**

Eligible Uses

Activities that reduce commercial risk and further develop the commercially relevant value proposition including but not limited to the list below. (Note that while some of these items would be beneficial to an associated company, they are allowable because their associated work products would benefit the university-held IP regardless of what company licenses those work products.)

* Prototype development.
* Technology feasibility studies.
* Market research.
* Customer discovery.
* Intellectual property assessment.
* Regulatory and reimbursement assessment.

Prohibited Uses

The following activities are either prohibited by the GA State gratuities laws which govern the use of non-profit grant funding or fall outside the scope of the GRA funding model (which seeks to forward the formation of sustainable, scalable Georgia-based startups).

* Work that solely benefits a company. There is some gray area around this point, but a good litmus test is: if the company were to disappear, would the value generated by the proposed work disappear as well? Examples include:
	+ Advertising, branding, website development, etc.
	+ Hiring consultants to design a business plan or proforma.
* For Phases I and II, compensation of any individual who holds equity, warrants or options in a GRA-funded company.
* For Phases I and II, patent prosecution or legal expenses associated with incorporation or technology licensing.
* For Phase I, equipment purchases that would be considered capital items by the university (as determined by university policy, and typically in excess of $5,000).
* Proposals that seek funding to gather preliminary data for an NIH, NSF, DoD or other non-commercial grant.
* Proposals for exploratory or basic research.

**Eligibility for GRA funding is contingent upon adherence to the following requirements. You must:**

1. Include an acknowledgement of GRA’s role that reads “Supported by the Georgia Research Alliance based in Atlanta, Georgia under award XXXXXX” in any publications resulting from or describing the results of this agreement.
2. Meet with your university representative at least once monthly to review progress against milestones and assess any new developments.
3. Submit one project update no later than 6 months after the award letter has been sent by GRA. The project update should be completed by the PI and the budget/financial section should be approved by the PI’s financial manager. GRA uses the project updates to develop a comprehensive annual report which is distributed to stakeholders including the GRA External Advisory Group. The report template [can be downloaded from the GRA website here](https://gra.org/uploads/documents/2024/03/2024031608321763/GRA_6_Month_Project_Update_Template.docx). Should the project extend beyond the budgeted timeframe, additional updates are required at six-month intervals until project completion.
4. Complete an annual survey when requested by GRA (generally requested in April or May of each calendar year) for the lifetime of the company. Such surveys are critical for GRA’s ROI reporting to the state and enable the GRA to demonstrate our positive impact and maintain funding levels.
5. Disclose to the GRA any plans to seek funding for the project/company as well as any planned grant funding (SBIR, STTR) and investments, whether equity or debt. GRA has a broad network of resources and may be able to provide assistance and contacts.
6. Disclose to GRA all external funding received.
7. Participate in events organized by GRA to showcase its companies to potential investors or other interested parties.
8. Provide GRA with a copy of all reports conducted by consultants who are paid from GRA grant monies.

**Prior to submission, please delete the contents of these first three instructional pages (maintaining the logo in header on page 1) and all instructions in red on the template.**

**Phase IA Proposal**

1. **Summary**

|  |
| --- |
| **Project or Company Name**: [Project Name]  |
| **University:** Select a university | **University Representative:** |
| **Phase:** Select a phase | **Incorporated:** Select yes/no |
| **Total Funding Requested in Phase I**(up to $50k)**:** [$]  | **Date of Submission:** DatePlease update with each submission. |
| **Lead PI Information:** | [First & Last Name][Department][Email Address] [Phone Number]  |
|  |
| **Invention Disclosure:** List the relevant university invention disclosure number(s). If none exists, please fill in “N/A.” |
| **University Licensing Arrangement:** If applicable, briefly state the status of any licensing arrangements related to the technology.  |
|  |
| **Financial Status:** | **Grants:** **Equity:****Debt:** **Other:**  | [$] - [Sources][$] - [Sources][$] - [Sources][$] - [Sources] |
|  |
| **Company Officers:** List the names of any company officers along with their title/role. If none, please fill in “N/A.” |
|  |
| **Project Profile:** Provide a brief (50 words or fewer) description of the project or company history, status and goals.  |
|  |
| **Project Goals:** Provide a brief (100 words or fewer) description of the goals and milestones to be achieved with **Phase IA** of GRA investment.  |

1. **Executive Summary**

|  |
| --- |
| Provide a 1-page maximum executive summary of the project/company’s business plan, addressing:* The project’s overall objectives
* A summary of market need(s) to be addressed and how the technology helps address those needs
* Highlights of how the founders’ experience is positioned to succeed
* A summary of expected outcomes of the proposed project

Do not include any confidential information. |

1. **Market Need**

|  |
| --- |
| Provide more detail on the current marketplace problem and the anticipated market. Be as quantitative as possible.  |

# Technology

|  |
| --- |
| In one page or less, detail the problems your technology is proposed to solve and how it does so. Describe the technology’s development to date and future plans for development.  |

# Value Proposition and Competitive Advantage

|  |
| --- |
| Describe what is distinctive and compelling about the value proposition. Describe the product-to-market fit. Who is the customer (by role or title)? Who is the buyer? How does your value proposition compare to the competition?  |

# Expected Commercialization Risks and Hurdles/Path to a Scalable and Repeatable Business Model

|  |
| --- |
| Describe the anticipated challenges in bringing the technology to market. Wherever possible at this stage, please address: * What technology/market hurdles are anticipated in the next 3 years?
* What are the regulatory considerations, if any? How will they be addressed?
* Describe the supply-chain in which the business will operate.
* Describe how money flows from customer to the business.
* Describe the sales cycle. Who is involved in the purchasing process (by role or title)?
* Describe how you will be able to sell your product or service at a profit.
* Describe your channel to market, including partners and suppliers. What key resources and relationships will be required?
 |

# VII. Intellectual Property Status

|  |
| --- |
| Describe/update the IP strategy. Briefly summarize the current status of patent prosecutions as well as the status of prior art searches and freedom to operate analyses. Please also list your technology transfer contact. |

# Team

|  |
| --- |
| Provide a one-paragraph description of the technical/business background for each member of the team. Include key consultants/contractors. Point out roles that will need to be filled during the course of Phase I of the project.  |

1. **Scope of Work**

|  |
| --- |
| In one page or less, describe the work to be done in Phase IA and IB of the project.  |

1. **Milestones and Deliverables**

Using the table below, list the IA and IB milestones that you wish to achieve within the timeline of the Phase I grant (no longer than 12 months). Milestones should be relevant to advancing the technology and should include deliverables that are concrete, quantifiable and measurable. Milestones may include both scientific and business tasks.

In phase I, GRA highly recommends that teams include a milestone around [customer discovery](https://entrepreneurship.hbs.edu/Documents/Session%20Summary/HBSRock-Customer-Discovery-Final.pdf), especially if no customer discovery work has been done to date. The [I-Corps program](https://new.nsf.gov/funding/initiatives/i-corps) is the gold standard for learning the customer discovery methodology, but since not everyone can participate, similar activities performed in a structured manner are applicable and encouraged.

Add/remove table rows as needed.

|  |  |  |
| --- | --- | --- |
| **No.** | **Milestone\*** | **Deliverable** |
| [A-1] |  |  |
| [A-2] |  |  |
| [A-3] |  |  |
| [A-4] |  |  |
| [B-1] |  |  |
| [B-2] |  |  |
| [B-3] |  |  |
| [B-4] |  |  |

\* Milestones are points along the product development path for which a go/no go decision can be made, whereas deliverables are the tangible outputs or results that demonstrate milestone completion.

1. **Schedule**

Using the table below, list the activities necessary to achieve each milestone listed in Section X, as well as who is responsible for completing the activity and the anticipated start and end date for each. There may be multiple activities per milestone. Add/remove table rows as needed.

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **No.** | **Activity** | **Responsibility** | **Milestone** | **Start Date** | **End Date** |
| [1] |  |   | [A-1] |  Start Date | End Date |
| [2] |  |   |  |  Start Date | End Date |
| [3] |  |   |  |  Start Date | End Date |
| [4] |  |   |  |  Start Date | End Date |
| [5] |  |   |  |  Start Date | End Date |

**XII. Budget**

|  |
| --- |
| Provide a brief narrative (100 words or less) about the investment request for Phase I. This should include the justification for the budget requested. Then, using the table below, list each line item that creates the project budget for each phase of funding. **Supporting quotes must be provided for all consultants and vendors for the current phase being requested (quotes for IB do not need to be provided until the IB proposal is submitted)**. The term of each phase of funding should not exceed 6 months. There are strict constraints on the use of GRA funds to comply with Georgia law. In particular, company founders, equity holders (stock, options or warrants) or company employees may **not** receive GRA funds. Consult with your University Representative when allocating funds. (For Georgia Tech proposals, the GT minimum effort policy (MEP) requires the primary PI to contribute at least 1% effort on the project and must be reflected in the budget below or via internal cost sharing in accordance with our MEP.) Add/remove table rows as needed. |

|  |  |  |
| --- | --- | --- |
| **Budget Item** | **Phase IA**Start Date to End Date | **Phase IB**Start Date to End Date |
| **Personnel - Salaries** |  |  |
|  [Name & position] | [$] | [$] |
| **Personnel – Fringe**  |  |  |
| [Name & position] | [$] | [$] |
| **Consultant/Vendors** |  |  |
|  [Name] | [$] | [$] |
| **Equipment** |  |  |
|  [Itemize] | [$] | [$] |
| **Materials & Supplies** |  |  |
|  [Itemize] | [$] | [$] |
| **Travel** | [$] | [$] |
| **Other Expenses** |  |  |
|  [Itemize] | [$] | [$] |
| **Direct Costs Total** | [$] | [$] |

1. **Supplemental Information**

Please provide any additional data, figures, links to videos, publications, etc. that may aid the committee in reviewing the proposed technology. (You may place figures in this section and refer to them elsewhere in the proposal if that is helpful from a formatting standpoint.)