**Pre-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>).
* The proposal (excluding supplemental information) should not exceed 2 pages in length. You are welcome to submit additional figures, graphics, videos, etc. as supplemental information in section XIV 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 delete all instructions in red on the template.**

**Pre-Proposal**

|  |
| --- |
| **Project or Company Name**: [Project Name]  |
| **University:** Select a university | **University Representative:**  |
| **Total Estimated Funding Requested in Phase I (up to $50k):** [$]  | **Date of Submission:** Date |
| **Lead PI Information:** | [First & Last Name][Department][Email Address] [Phone Number]  |

**Opportunity/Value Proposition**

In one paragraph (100 words or less), provide a brief description of the market opportunity or clinical need that the technology seeks to solve. Describe the value proposition: Who is the ultimate buyer? Why would they buy and what are the benefit(s) over the incumbent solution(s)? Where would this solution fit in the supply chain?

**Technology**

In one paragraph (100 words or less), summarize the technology and the status of the technology (concept-only, prototype, etc.).

**IP Status**

In one paragraph (100 words or less), provide the status of the IP (provisionals filed, patents, etc.). Please also list your technology transfer contact.

**Team**

List the team members and provide a short description of each including their roles in the project. Do not include full bios.

**Proposed 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.

**Proposed Budget**

Using the table below, list the proposed budget required to achieve the milestones listed above (adding additional table rows as needed). The proposed budget may be based on estimates. A detailed budget with supporting quotes will be required for the full proposal. The term of each phase of funding should not exceed 12 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.

|  |  |  |
| --- | --- | --- |
| **Budget Item** | **IA Budget Period** Date to Date | **IB Budget Period** Date to Date |
| **Personnel - Salaries** | [$] | [$] |
| **Personnel – Fringe Benefits** | [$] | [$] |
| **Consultant/Vendors** | [$] | [$] |
| **Equipment** | [$] | [$] |
| **Materials and Supplies** | [$] | [$] |
| **Travel** | [$] | [$] |
| **Other** | [$] | [$] |
| **Total Proposed Budget**  | [$] | [$] |

**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.)