

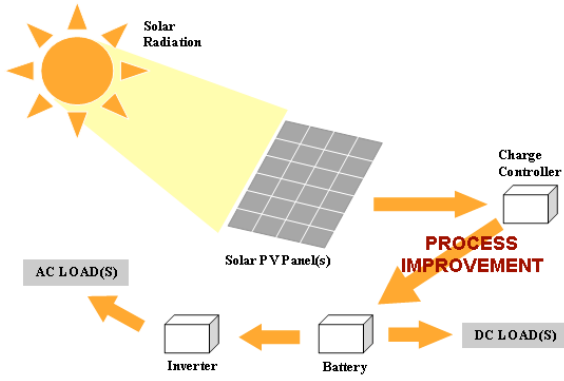
<b>Eligibility</b>	
Are you a researcher at one of the following institutions: Brookhaven National Laboratory, Columbia University, Cornell University, CUNY, NYU, NYU-Poly, or Stony Brook University?	<input type="checkbox"/>
Have you filed IP for this project with your Tech Transfer Office at your University?	<input type="checkbox"/>
Do you understand that funding received through PowerBridgeNY will go through your University and not your startup?	<input type="checkbox"/>

**DOES MY APPLICATION...**

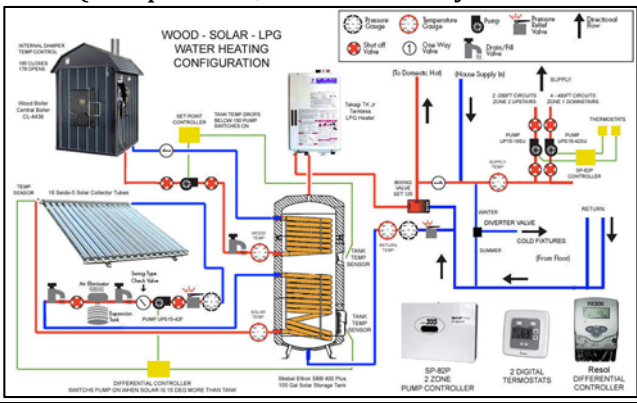
**One Page Diagram**

...make sense to a layperson?

...resemble the simplicity and understandability of this diagram? Does your diagram call out the uniqueness of your solution?



...doesn't look like this (complicated, difficult for layman to understand)



**New Technology, Application, or Process**

...explain what you are making succinctly?

...show the improvement your product has over the status quo, preferably quantifiably?

...make sense when given as an elevator pitch to an unaffiliated lay person?

## DOES MY APPLICATION...

<b>Technical Milestones</b>	
<p>...show the next steps between current state and taking your product to market? Specifically, have you called out milestones for:</p> <ul style="list-style-type: none"> <li>- Lab prototype</li> <li>- Commercial prototype</li> <li>- Pilot testing</li> <li>- Large scale testing</li> <li>- Scale up manufacturing</li> </ul> <p>Have you listed which of these milestones you will be able to achieve with funding from PBNY?</p>	<input type="checkbox"/>
<b>Budget</b>	
<p>...budget line items for the following (if applicable):</p> <ul style="list-style-type: none"> <li>- Salaries for team members</li> <li>- Customer development (interview) costs and associated travel expenses</li> <li>- Hardware costs</li> <li>- Software costs</li> <li>- Sub-contracting costs (no greater than 1/3<sup>rd</sup> of total expenses)</li> <li>- Equipment purchases (no single purchase greater than \$25k)</li> <li>- Indirect costs equaling 35% of expenses</li> </ul>	<input type="checkbox"/>
<p>...not include the following prohibited line items:</p> <ul style="list-style-type: none"> <li>- Single equipment purchases greater than \$25k</li> <li>- Sub-contracting costs greater than 1/3<sup>rd</sup> of total budget</li> <li>- Tuition, intellectual property costs, legal expenses, licensing, office space, marketing and sales</li> </ul>	<input type="checkbox"/>
<b>Market Opportunity</b>	
<p>...describe the customer problem my technology solves?</p>	<input type="checkbox"/>
<p>...size the TOTAL market in dollars spent annually to solve this customer problem?</p> <ul style="list-style-type: none"> <li>- If not, use the following guidelines to develop a market size: <ul style="list-style-type: none"> <li>o Option a) Research your specific market (e.g. Energy forecasting software) and determine whether others have quantified the market. Preferably include growth rates in CAGR form.</li> <li>o Option b) <ul style="list-style-type: none"> <li>▪ Determine who your potential customers would be for your product</li> <li>▪ How many potential customers in the world are there that fit your customer profile?</li> <li>▪ How much would each customer pay annually for your product/service?</li> <li>▪ Multiply the total number of customers by the amount paid annually to get the market size.</li> </ul> </li> <li>o A mixture of option a) and option b) is preferable.</li> </ul> </li> </ul>	<input type="checkbox"/>

<b>DOES MY APPLICATION...</b>	
<b>Competitive Landscape</b>	
...describe other companies and researchers working to solve the same problem as you?	<input type="checkbox"/>
...describe your direct competitors, as defined by companies whose products can be substituted one for one for your produce (e.g. Coke vs Pepsi)	<input type="checkbox"/>
...describe your indirect competitors as defined by companies who solve the same problem as you, but using different means to achieve that goal (e.g. Amazon vs Walmart)	<input type="checkbox"/>
...explain what sets you apart from these competitors?	<input type="checkbox"/>
...explain what prevents your competitors from copying you after launch?	<input type="checkbox"/>
<b>Intellectual Property &amp; Marketability</b>	
...relay your discussion with the Technology Transfer Office at your University regarding the status and quality of your IP?	<input type="checkbox"/>
...relay your Technology Transfer Office's answer to the following question: "How defensible is my IP?"	<input type="checkbox"/>
...explain whether your work has been published, presented, or disclosed, and how this impacts your IP?	<input type="checkbox"/>
<b>Team</b>	
...describe each team member's role on the team, and why they are critical to success?	<input type="checkbox"/>
...explain commercial experience on your team? Specifically in taking a project from the lab to market?	<input type="checkbox"/>
...describe each team member's past experience that will enable you to succeed?	<input type="checkbox"/>
...reveal gaps in experience your team that need to be addressed, including gaps that PowerBridgeNY can help solve? Note, we prefer it if you are acknowledge gaps in experience.	<input type="checkbox"/>
...disclose any industry partnerships you may have including but not limited to outside industry mentors, advisors, and partners.	<input type="checkbox"/>
<b>Misc.</b>	
...validate that the problem you are solving is real through discussions with potential customers?	<input type="checkbox"/>
...validate that the solution you are proposing is desired by these potential customers?	<input type="checkbox"/>
...explain how these potential customers reacted to your solution, and how that changed your strategy	<input type="checkbox"/>
...show your openness to adapt the product to changes in what the customer wants?	<input type="checkbox"/>
...show why you and your team feel passionate about solving the problem you are setting out to achieve?	<input type="checkbox"/>
...show why you are the perfect candidate to receive this funding? Feel free to brag a little.	<input type="checkbox"/>