

Pre-Proposal Application Form

Team Requirements

All teams are required to have a technical lead (TL) and an entrepreneurial lead (EL). For more information on these roles and the application process in general, [click here](#).

1. Technical Lead

Be sure to mention any relevant commercialization experience in the biography section.

First Name _____

Last Name _____

Position _____

Phone Number _____

Email _____

What is your home institution?

- Brookhaven National Laboratory
- City University of New York
- Columbia University
- Cornell NYC Tech
- NYU Polytechnic School of Engineering
- Stony Brook University

Biography _____

2. Entrepreneurial Lead

Please note that it is required to have an Entrepreneurial Lead. This person can be a graduate/post-doc student with or without previous entrepreneurial experience. He or she must be committed to spending 10-15 hours per week conducting customer interviews and working toward successfully commercializing this technology. Be sure to mention any relevant commercialization experience in the biography section.

First Name _____

Last Name _____

Phone Number _____

Email _____

Biography _____

3. Have you previously applied to PowerBridgeNY with this technology?

- Yes
 No

4. What were the Judges' main concerns and how have you addressed them?

4. Why do you want to participate in the PowerBridgeNY program?

5. How did you hear about PowerBridgeNY?

 6. Non-Confidential Project Title & Team Name

Please note that we will refer to you as your team by your Team/Startup name. You can change it in the future if you would like.

Please provide a non-confidential title intended for a lay audience that is no more than one sentence and uses the fewest words possible to succinctly convey: what the envisioned product is, what does it do, and what problem does it solve.

Example 1: An app to help homeowners save electricity & track money saved

Example 2: Layer for green roofs that reduces costs and increases energy savings

Team/Startup Name _____

Project Title _____

 7. One Page Diagram of Technology (PDF, JPEG, or PNG)

Please ensure that the diagram is easy to read without magnification and is suitable for a lay audience.

 8. Technology Readiness Level

Please use the DOE's Technology Readiness Assessment Guide to assess your current TRL level as well as the TRL you expect to be at after completing a PowerBridgeNY Validation Grant


TRL

Initial _____

End of project _____



Briefly explain your reasoning for selecting the initial and end of project TRLs listed above.

 9. Summary

Provide a brief, layman's description of the technology as well as any relevant award(s) or funding.

 10. Market Need & Impact

Describe the problem your technology solves or gain it creates as well as what the potential commercial impact is.



Total Available Market Size (\$) _____

Target Market Size (\$) _____

11. Competitive Landscape

Are there any other solutions being researched or are now commercially available that address the same problem your technology does? If so, what are they and how does your technology differentiate itself?

12. Milestones

What are the key technical and business milestones you need to achieve and why are they important?

13. Customer Discovery

Conducting customer discovery is a large part of the PBNY program. Who are the first three potential customers you would interview and why? Please list specific titles in specific companies. Have you done any customer discovery interviews yet? If so, who and what did you learn?

14. Intellectual Property & Marketability

Please consult with your tech transfer office for guidance when completing this question.

Comment on the current intellectual property status of your new technology, application, or process (invention report submitted to your technology transfer office, patent application filed, patent issued, etc.). You may also address how this affects the marketability and competitive landscape. Consider other academic groups or companies that focus on this type of innovation.

Tracking Number(s)

Please provide your institution's tracking number(s) and title(s) (NOT your patent application numbers) for your Invention Report/Disclosure(s) that your project is based on. Your home institution's technology transfer office can provide you with these numbers if you do not know them. Please separate multiple numbers with a semicolon (;).

Patent Application(s) or Patent Number(s) (if applicable)

Please separate multiple numbers with a semicolon (;).

Technology Transfer Officer

Full Name _____

Phone Number _____


Email _____

15. Budget

Explain generally how you plan to use the Validation Grant funds and provide high level estimates for the activities (do not include the funds for the optional Bootcamp). If budgeting salaries, explain briefly what the person will be working on. Should your team be invited to submit a full proposal, a detailed budget will be required.

Please note that requested funds cannot exceed \$150,000, including a 35% indirect cost rate. Additionally, funds cannot be used for tuition, marketing, intellectual property, or legal expenses. Subcontracts are allowed, but not in excess of 1/3 the total project budget. Capital expenditures cannot exceed \$25,000 for a single piece of equipment. Allowable items include conference fees, travel for

customer discovery, materials required for prototype construction, consultants (subcontracts), and graduate salaries.

 Are you planning on attending the optional Bootcamp?


PowerBridgeNY will host an optional Bootcamp for participants invited to the next stage. The Bootcamp will be done in conjunction with NYCRIN and will be run as a regional I-Corps cohort. We highly encourage all teams without experience with customer discovery or the I-Corps program to attend the Bootcamp.

The Bootcamp will teach teams how to identify their initial target market and discuss the key elements of their business model. Though the Bootcamp is very time intensive (10-15 hours per week for the Entrepreneurial Lead), teams that commit to the process will significantly improve their commercialization strategy and communication skills and will likely have strong full proposal applications as a result.

You will be contacted to conduct a brief 15-minute interview so we can meet your team and answer any questions you might have about the Bootcamp. Space permitting, we will use these interviews to help inform us as to which applicants who are NOT invited to submit a full proposal will still be invited to participate in the Bootcamp.

The complete syllabus for the Bootcamp can be found on www.powerbridgeny.com/apply.

- No
- Yes for the Short Course (4-weeks)
- Yes for the Long Course (8-weeks)

 Budget

Teams that participate in the 4-week course will have up to \$1,500 available to them while teams that participate in the 8-week course will have up to \$3,000 available. Funds will be provided on a cost-reimbursement basis.

Please upload a file that includes a brief budget of how you plan to use the funds along with a 1-2 paragraph justification of the budget. Please note that funds cannot be spent on salaries, stipends, or lab equipment, as the funds are primarily meant to support the customer discovery efforts during the Bootcamp.

 W-9

Note that the funds will be provided on a cost-incurred basis at the end of the program. Teams should pay for the expenses themselves and keep track of the receipts. At the end of the Bootcamp, the team members will submit a reimbursement form. In order to process those reimbursement forms, we will need W-9s for everyone on the team who plans to be incurring costs.

 Notice of Non-Confidentiality

The information in your proposals will be used by PowerBridgeNY to determine whether or not to fund your project. We will engage external judges to review applications. Judges **are not** bound by confidentiality agreements. We strongly recommend that you consult with your technology transfer office regarding what constitutes proprietary information and how to secure intellectual property protection.

Additionally, while the Judges may choose to further investigate any claims mentioned in your proposal, they are not required to do so. Therefore, the Judges will be instructed to rely primarily on their own expertise and what is written in the proposal when providing comments and scores.

 Notice of Payment Flows

PowerBridgeNY Validation Grant funds flow through the home institution. As such, each team must have a member who is able to serve as the PI for a grant received by the university. Funds will NOT be provided to any startups directly, though funds are allowed to be subcontracted to the startup provided the total amount of the subcontracts does not exceed 1/3 of the total budget.

 Certification

I attest that all information contained in this application is true and correct, to the best of my knowledge and that I have read and accept the Notice of Non-Confidentiality and the Notice of Payment Flows.

Yes

 **Your proposal has NOT been submitted!**

You will be able to edit this form until you submit your application. Your application must be submitted by **Tuesday, September 12 at 3:00 PM ET** in order for your application to be eligible to move to the full proposal stage. If you are finished editing your application and wish to submit, please select "Save and Exit" in order to return to your account dashboard. You will be allowed to edit this application until you select "Submit" from your account dashboard.