



## **SMU Commercialisation Grant Full-Proposal Instructions**

- All full-proposals are to be completed on this template
- The full-proposal shall not exceed ten (10) pages in length (not including figures or graphics). Figures or Graphics may be attached as Annex if there is.
- Do not change the margin or font size (Times New Roman, 12)
- The full-proposal must be submitted as PDF.
- The shortlisted proposal will be called to make a presentation at the evaluation panel. The review process takes approximately 3 weeks from the date of the submission deadline.

**SMU Commercialisation Grant  
Full Proposal**

<b>Project Title:</b>	[Project Title]
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<b>Title:</b>	[Title]
<b>SMU Email:</b>	[SMU Email]
<b>Other Email (Optional)</b>	[Email]

**Investigator Data**

Role	First Name	Last Name	Dept./Lab	Email	Faculty? (Y/N)
PI	[Name]	[Name]	[Dept./Lab]	[Email]	[Y/N]
Co-PI 1	[Name]	[Name]	[Dept./Lab]	[Email]	[Y/N]
Co-PI 2	[Name]	[Name]	[Dept./Lab]	[Email]	[Y/N]
Co-PI 3	[Name]	[Name]	[Dept./Lab]	[Email]	[Y/N]

Other Key Participants	First Name	Last Name	Title/Organization	Email
Entrepreneur Lead	[Name]	[Name]		[Email]
Industry Mentor	[Name]	[Name]		[Email]

**1. Executive Summary**

Please give a brief summary (no more than 500 words), with minimal technical terms, of the objectives and the scope of the project. The summary should also include the market need, proposed solution and comparison with existing or future competitors (if any).

**2. Value Proposition**

**2.1 Problem Statement**

Briefly describe the problem to be solved and existing solutions in the market (if any).

**2.2 Industry Analysis/Market Assessment**

The team should perform an industry analysis/market assessment to identify current and future market trends. It should include the market segment (i.e. the potential customers) and customer analysis.

## 2.3 Proposed Approach

Please describe how the proposed approach meets an unmet commercial or societal need.

## 2.4 Benefits and Costs

Please describe how the proposed technology impacts industry needs and/or Singapore. It must include the value-add to customers that adopt the technology such as the manufacturability and scalability, production costs and take into consideration the cost of adoption (e.g. change in production line, compatibility and ease of incorporation with existing devices).

## 2.5 Competitors

Please provide details of existing approaches/competitors in the same/similar market space in the following table. The team should also compare briefly the proposed technology/concept with that of the competitors' (i.e. how the team's technology is better, and what weaknesses there are). PI may wish to describe potential disruptive technologies.

## 2.6 Path to Commercialisation and Commercial Potential

Please provide details on the preferred "path to commercialisation". It must include the expected product/service to be developed, mode of commercialisation (e.g. licensing the technology, or forming a start-up), how the team plans to get there (e.g. use of programmes & partners at TTO or industry contacts) and an estimated timeline for the commercialisation to take place. Describe key partnerships with clinicians, companies or other institutes that will enhance the commercialization potential of the proposed technology, and the risk factors to commercialisation (e.g. technical or market uncertainty).

## 2.7 Team

Please provide a brief summary of the relevant expertise and qualifications of existing and future team members.

## 3. Technology

### 3.1 Background Intellectual Property (IP) / Underlying Technology

Description	Type of IP	Owner (if applicable)
Brief description of the IP / technology	E.g. Patent, previous work done by team members, work done by others	If background IP is proprietary (e.g. patent/patent pending), please state the owner of the IP.

### 3.2 Detailed Technical Description (Maximum 5 pages)

Please describe the technical merits and application of this project in detail. A brief description of the methodology of how the proof-of-concept will be carried out experimentally, the expected outcomes and deliverables of the project (e.g. prototype, device, feasibility studies, animal/clinical trials, etc) should be provided.

### 4. Project Milestones

Describe specific project development in terms of “project months or weeks” such as fabrication, testing, refinement, field tests, etc.

Start	End	Description
e.g. Month 0	Month 2	
Month 2	Month 6	

### 5. Budget

Budget Items	Description	Amount (\$\$)
<b>Manpower</b> - Number and type of manpower (e.g. research assistants)		
<b>Equipment</b> - <i>List of equipment and accessories</i>		
<b>OOE</b> - <i>Breakdown of items</i>		
<b>Total</b>		