



SMU Commercialisation Grant Pre-Proposal Instructions

- All pre-proposals are to be completed on this template
- The pre-proposal shall not exceed three (3) 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 pre-proposal must be submitted as PDF.
- The review process takes approximately 2 weeks from the date of the submission.

SMU Commercialisation Grant Pre-Proposal

Project Title:	[Project Title]
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Title:	[Title]
SMU Email:	[SMU Email]
Other Email (Optional)	[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]

Problem Statement

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

Target Market

To your best knowledge, describe who are the target customers for this product? What is the market need? Why would they buy the product? How big is the market and how would the technology fit? What do you know about your potential customers and who have you talked with in that market to validate your ideas? Explain how your proposed solution would be economically attractive and competitive.

Proposed Approach & Competitors

Please describe how the proposed approach meets an unmet commercial or societal need. Please provide details of existing approaches/competitors in the same/similar market space. 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).

Technology & IP Status

Summarize the technology and the status of the technology (concept-only, prototype, etc.) as well as the IP status (provisionals filed, patents, etc.).

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 proposed milestones that you wish to achieve within the timeline of the grant. Milestones should be relevant to advancing the technology and should include deliverables that are concrete and measurable. Add/remove table rows as needed.

No.	Date	Milestones
1		
2		
3		
4		

Proposed Budget

Using the table below, list the proposed budget required to achieve the milestones listed above. The proposed budget may be based estimates. A detailed budget will be required for the full proposal.

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