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.

<p align="center">**SMU Commercialisation Grant**
Pre-Proposal</p>

Project Title:	[Project Title]

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

Team

Proposed Milestones and Deliverables

No.	Date	Milestones
1		
2		
3		
4		

Proposed Budget

Budget Items	Description	Amount (S$)
Manpower - Number and type of manpower (e.g. research assistants)		
Equipment - *List of equipment and accessories*		
OOE - *Breakdown of items*		
Total		