

The Advantage Accelerator Innovation Development Fund (AID) Program Request for Proposals – August 2020

Important Dates:

Proposal Submission Period Begins: Monday, August 24, 2020

Proposal Information and Q&A Zoom Session: Thursday September 17 from 12:00 p.m. – 1:00 p.m. Pacific

Proposal Submission Period Ends: Wednesday, September 23, 2020 at 5:00 p.m. Pacific.

Interview Period Duration: Thursday, September 24 through Wednesday, September 30, 2020.

Initial Award Decisions Communicated: No later than Wednesday, September 30, 2020.

Fall Term Virtual Accelerate Program Begins: Monday, October 5, 2020

Fall Term Virtual Accelerate Program Ends: Monday, November 23, 2020

AID Funding Available:

The Accelerator is currently seeking proposals that describe technology-based projects in any discipline that will move OSU-owned technologies closer to commercialization. Proposals should describe a project that requires **\$15,000 or less** of funding to achieve an important milestone(s) connected to commercialization.

Applicant teams who are selected for an AID award will receive **an initial \$5,000 of funding** for activities that may not require access to OSU facilities. Following a team's successful participation in the fall virtual Accelerate program, the **remaining \$10,000 of funding** will be released December 2020 and may be used for R&D activities as outlined in the project budget, subject to OSU facility availability. AID project durations are typically six to nine months.

Applicants are highly encouraged to contact the OSU Advantage Accelerator office prior to submitting a proposal. Accelerator staff are available to provide early project concept feedback and to help with proposal development. If interested in applying, please contact Katie Pettinger at kathryn.pettinger@oregonstate.edu.

Overview:

This RFP presents proposal requirements and evaluation criteria for those seeking AID funding for early stage efforts to translate and commercialize research outcomes into new products and services. An ideal proposal will describe a significant opportunity to commercialize an innovation(s) with intellectual property rights (IPR) that have been, may be, or are in the process of being secured by OSU's Office of Commercialization

and Corporate Development (OCCD). (In other words, the innovation described in the proposal should have a related invention disclosure on file with OCCD.) The response should also describe the potential to obtain follow-on funding if a milestone or milestones stated in the proposal are completed. Sources of follow-on funding could include an OSU University Venture Development Fund (UVDF) award (up to \$60,000) and/or a federal Small Business Innovative Research (SBIR) or a Small Business Technology Transfer (STTR) awards, which range from \$50,000 to more than \$1 million. See www.sbir.gov for more information.

AID awards are specifically for activities related to commercialization of an innovation. Examples of these activities are: applied research, prototyping, participating in trade shows to learn more about the problem the innovation is addressing, and/or talking to potential customers. The AID Fund is not for funding basic research.

The ultimate objective of AID awards is to help facilitate the transfer of OSU innovation into the marketplace. This can happen two ways: either by helping to create a newly established start-up company that licenses OSU innovation OR helping faculty find an ideal industry partner to execute a licensing agreement for OSU innovation. Startup companies may be founded by OSU inventors.

Fund Background:

The State of Oregon, through legislation encouraging philanthropic donations targeted to support the commercialization of research at Oregon's Universities, enabled OSU to create the OSU Venture Development Fund (UVDF). An overview of the OSU Venture Development Fund and its purpose can be found here: <http://advantage.oregonstate.edu/funding-opportunities>. AID funds are micro-UVDF awards that addresses two key shortcomings for researchers entering the commercialization pathway: one, a lack of commercialization acumen and two, a deficiency in early stage funding to pursue commercialization opportunities.

Summary Table:

<i>Purpose</i>	The AID fund provides funding for projects that enhance the value and commercial potential of OSU-affiliated applied innovations.
<i>Eligibility</i>	<ol style="list-style-type: none"> 1. OSU-affiliated research faculty and OSU students are eligible to apply. Student teams must include a faculty member who can manage the index for the funds if funds are awarded. 2. Companies with OSU-licensed intellectual property may apply, provided that they are working closely with an OSU Faculty member who will be directly funded via OSU index. 3. Each proposer MUST apply to the Fall 2020 Virtual Accelerate program. 4. Each proposer must have a demonstrated interest in commercializing technology either by establishing a startup company or working towards an industry licensing partnership. Newly created startups must be a C corporation. Company formation prior to submitting a proposal is not a requirement.
<i>Performance Period</i>	6-9 months.
<i>Award Amounts</i>	Up to \$15,000. Matching fund contributions from departments, schools, colleges and industry are highly encouraged. Awardees will be able to access an initial \$5,000 of funds during the fall 2020 term. The remaining \$10,000 of funds will be made available December 2020, contingent upon successful completion of Accelerate.
<i>Award Type</i>	Funds are provided as a cost recoverable award and are subject to recovery via royalty payments and/or license fees if the project results in a license agreement with OSU. If the project does not result in a license agreement with OSU, awardees do not have an obligation to repay the award.
<i>Submission Deadlines</i>	Proposals must be emailed to Katie Pettinger (kathryn.pettinger@oregonstate.edu) by Wednesday, September 23, 2020 at 5:00 PM PST . Applicants are also highly encouraged to submit an application for the Accelerate program on or before Wednesday, September 23, 2020 .
<i>Award Notification Date</i>	Applicants will be informed of their award decisions no later than Wednesday, September 30, 2020 . Award decisions are contingent upon acceptance into the Accelerator program.
<i>Informational Contact</i>	Contact Katie Pettinger at kathryn.pettinger@oregonstate.edu with any questions.

Proposal Requirements and Details:

Eligibility:

This funding is open to OSU faculty eligible for principal investigator (PI) status, OSU students, and past or current OSU Advantage Accelerator client companies.

Eligible OSU projects are those for which OSU intellectual property rights (IPR) have been, can be, or are in the process of being secured by Advantage Impact/ the OSU Office of Commercialization and Corporate Development (OCCD). Submission of an invention disclosure to OCCD prior to the proposal submission is ideal but not required. (Applicants may propose a project that will result in an invention disclosure.) submitted invention disclosure related to the proposal Companies or non- OSU individuals who have been accepted into the OSU Advantage Accelerator may submit as explained below. However, companies must be working with an OSU faculty researcher (the funds will be awarded via an index fund only available to OSU faculty) or they must be primarily owned by the OSU-affiliated applicant in order for the C-Corp to be directly funded.

Award Type:

Awards are issued as cost recoverable awards. This means funds are subject to cost recovery by OSU via a license agreement should the technology, team, and/or product-market-fit development reach licensing status.

Program Aims:

The purpose of AID funding is to facilitate the commercialization of research inventions, tools, prototypes, software, digital content or other intellectual property (IP) created by OSU faculty and students that could benefit the people of Oregon while repaying the tax credits supporting the program¹. Each proposal to the best of the proposers' ability should briefly address:

1. Technology and initial product and the OSU IP described in lay terminology (i.e., describe the technology in a way that someone without a scientific or technical background will understand);
2. A defined primary market and total potential market size;
3. The team's ability to execute on the invention to bring the product to market with Accelerator assistance;
4. Existing and potential competition; and
5. Why the value of this invention creates the best solution for potential customers.

Please note that one-on-one coaching and guidance is available to help applicants answer these questions. Applicants are **strongly encouraged** to contact Katie Pettinger, Impact Catalyst, **as early as possible** to work through these questions. Additionally, an information session will occur on **Thursday, September 17 from 12:00 p.m. – 1:00 p.m. Pacific** to answer questions and provide assistance to applicants.

Funding Levels:

Anticipated funding levels from the AID fund are up to \$15,000 per proposal. Departments, schools, and/or colleges are highly encouraged to match funding either by providing graduate student tuition support for their participating students or via a direct cash match (College of Science applicants are encouraged to contact Dr. Douglas Keszler regarding cash matching). Companies are encouraged to match via cash match or strategic investors. Additional funds over \$15,000 may be provided to applicants on a case-by-case basis.

Use of Funds:

Funds may be used for the following (including but not limited to):

- customer discovery and customer validation activities (e.g. costs associated interviewing potential customers and stakeholders, such as student time, purchasing LinkedIn premium subscriptions, attending online events that will provide access to customers, etc.)
- attending virtual trade shows
- commercial feasibility studies
- prototype development costs
- market research
- commercialization plan development
- additional testing and/or research that could help the awardee secure SBIR funding.

Funds may be used to pay for a student performing any of the above activities. Applicants are encouraged to ask Accelerator staff about their proposed project scope before applying.

AID award funds may NOT be used to:

- support any OSU faculty or staff salary (graduate research assistants may be excluded);
- pay for publication costs; or to
- purchase lab equipment not directly related to prototyping and additional approved testing/research.
- fund basic research

AID award funds may not be used to pay any costs incurred before the later of the start date of the proposed work or the date of award notification and account setup.

Performance Period:

The period of performance for a proposed project should be **nine months or less**. Projects are expected to start at the same time as entrance into the fall Accelerate program although some exceptions may be permitted on a case-by-case basis.

Each awardee will be monitored through the Advantage Accelerator program. Non-performance or non-participation in the Accelerator program by awardee or their mutually accepted designee may result in termination of the award and the return of unspent funds.

At the end of the performance period, unspent grant funds revert to the AID program. As with other awards and contracts, the awardees are responsible for staying within their funded budgets.

Proposal Format, Content and Details:

All proposals must follow the format and content requirements of this RFP. The proposal must include a detailed budget of proposed costs as set forth below.

Due Date and Where to Submit:

Proposals should be emailed to Katie Pettinger (kathryn.pettinger@oregonstate.edu) and may be submitted any time after the RFP release date but are **due no later than 5:00 PM PST, Wednesday, September 23, 2020.** Late proposals will not be considered for funding.

Proposals should be submitted electronically as a MS Word or PDF file and the budget should be in Excel format [using the template found here](#) . The email title of the submitted proposal should read: “AID Application, [Submitter Name], [Project Name].”

Proposal Review Process:

Reviewers rate proposals using the criteria provided below in this RFP. Independent information and assessment on elements of the proposal such as IP protection and market applicability will be made by both internal and external sources. Should there be any questions to be answered by the applicant or if reviewers request clarifications prior to further consideration, the Accelerator will contact the applicant directly by email. Accelerator staff may request an in-person Zoom interview of teams requesting AID funds in order to receive further clarification regarding the proposed project.

Resubmissions:

Applicants not selected for funding may apply again for future AID rounds and are encouraged to discuss with Accelerator staff and others how to improve their proposals and projects. The Accelerator is eager and willing to assist applicants in developing strong proposals before and after each AID round.

Proposal Evaluation Criteria:

Priority will be given to proposals that:

- a) Clearly demonstrate that development of each technology will result in an invention with high commercial potential;
- b) Include a realistic plan for advancing the commercialization within the proposed funding period and funding levels.
- c) Position inventions for additional (concurrent or follow-on) commercially-focused funding or other forms of leverage that will assist in advancing the commercial application and in reducing the uncertainty for commercialization of the innovation;
- d) One or more of the following will significantly help the application:
 - Matching funds;
 - Are accepted concepts by the OSU Advantage Accelerator

- Are beyond just an idea (mental construct), and closer to the concept stage (been pruned, fine-tuned, reduced to practice, product prototyped, etc.);
- Can be classified at a Technology Readiness Level (TRL) above 2. A level 1 TRL might be accepted in the Iterate program and for possible funding at the lower end of the spectrum.

Proposal Rating Schema: Proposals will be scored using the following point distributions:

Topic	Points Possible	Notes
Maximum Points Possible:	1,000	
Technology and Product Description:	100	Describe in plain language the technical problem solved by this project and how the solution to that technical problem leads to the creation of products or services that address the target market. The feasibility of the approach and how technical and product adoption risks can be mitigated should be made clear.
Market, Need, Size and Proposed Solution:	200	Describe the market need and how the technology/product being advanced under this project addresses that need. The narrative should include what target customers or market are being addressed. It should also describe a primary market plus next potential market, what problems the end product will solve and what solutions it will provide, and what alternative solutions exist and who provides them.
Team and Ability to Execute:	200	Include names and bios for the team, how much time will be devoted to the project and any identified missing skills. Summarize the team's ability to complete the project. Describe which persons, entities or types of entities will participate in commercialization activities and where applicable, indicate the previous experience and training project participants have received relating to technology commercialization, if any. Specifically name who is the Entrepreneurial Lead, the Technical Lead, and the Industry Lead (or Mentor), if one exists.
Have an Accepted Disclosure or Patent:	100	Include the OCCD invention disclosure reference number and the status of the invention as it relates to the intellectual property.

Competitive Situation, Barriers to Entry	100	The narrative should address competing approaches and why your proposed approach is better or more compelling in solving the market need. Describe the barriers the product creates to prevent competition from surpassing your invention in the marketplace.
Use of Proceeds and Satisfactory Budget to Complete the Award and Project Plan	100	Provide your vision or plan for how the project will be advanced further towards market availability after successful completion of the AID funding and Accelerator program including what further developments will be required in terms of R&D, product/service design, and business development. If additional R&D will be needed, how will those developments will be financed. The narrative should make clear why the envisioned commercialization pathway (i.e., creation of a new startup company) is the best choice for the team members. It is strongly recommended to include a summary project plan with clear milestones covering both technical and key business-related issues. Both should clearly map to the uses of funds provided in the Project Budget.
A demonstrated interest in commercializing the innovation(s)	100	If a startup company is formed, advise the name of the company, type of legal entity (should be a C Corporation), year formed, ownership, and whether in good standing. If not yet formed, state when you expect the company to be formed (e.g., following a SBIR award, when a certain technical or commercialization milestone is hit). Alternatively, list key industry partners that would be interested in licensing the innovation and why.
A Demonstrated Interest in Graduating from the Accelerator Program	100	State who will be leading the effort through the Accelerator program. The program requires an estimated 10-15 hours per week per team. Briefly explain how the team member who will be the lead person for the Accelerate program will be able to satisfy this time commitment.

Proposal Format Outline and Required Content

The body of the proposal is limited to no more than 4 pages, using Times New Roman font size 11 or greater, double-spaced, and one-inch margins on all sides of the page. This page limitation does not include information relating to the section titled “Cover Page” and “Other Pages” including any Assignments required. The proposal must be organized as follows:

Page One (1 page – Cover Sheet) Project/Company Information:

Team and/or Company Name (if applicable):
Project Title:
OSU Faculty Team Lead:
Acting Company CEO (if different from Faculty Lead):
Other team members, if any:
Brief summary of the innovation and/or company and why it is important (100 words or less):
Total Amount Requested:
OCCD invention disclosure number if project IPR is under management by OCCD:

Proposal (limited 4 pages double spaced excluding attachments) This section should summarize:

- the overarching goal(s) of the planned commercialization and/or technology development project;
- the goal of this specific proposed project and why achieving that goal makes a difference to a market of commercial potential;
- a short description of the invention and market; and
- critical milestone(s) for the project success; and
- *All items outlined in the scoring criteria above*

Other Pages:

Budget Page

Provide detailed cost estimate. The total funding request from AID cannot exceed \$15,000. Any matching funds should be included in the budget. [Please use this budget template.](#)

Match

If you have match funding, enter the match amount on the budget page. Some form of proof of match is required.

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