



SUNY TECHNOLOGY ACCELERATOR FUND CLASS OF 2012 APPLICATION AND ADMINISTRATIVE GUIDELINES

BACKGROUND AND PURPOSE

The SUNY Technology Accelerator Fund ("TAF") provides funding to support the advancement of SUNY technologies from the lab to the marketplace. TAF was launched during the summer of 2011 and has successfully funded projects across the SUNY system to advance them toward commercial readiness. In many cases, SUNY technology developed through sponsored research lacks critical proof-of-concept data that is needed to attract investment by potential licensees or investors. TAF support targets the critical milestones needed to demonstrate that a technology is worthy of external investment. TAF's strategic objective is to facilitate the transfer of SUNY-developed technology and public availability of promising new technologies in an expeditious and effective manner. Our aim is to identify opportunities where small investments will make a significant impact on making SUNY technologies available to the public.

PROJECT ELIGIBILITY

- Projects from all disciplines are welcome to apply for TAF Class of 2012 funding.
- Only SUNY faculty, staff, or students are eligible to apply for TAF funding, and proposals must be endorsed and submitted by the appropriate Technology Transfer Director (or Technology Transfer Coordinator, if the lead inventor is from a partner campus).
- The project must be lead by an individual that has technology commercialization and project management experience, and has proven to be effective at tracking deliverables. It is not required that the lead inventor be the project manager.
- Only proposals that can demonstrate commercialization milestones that are achievable within 6 months will be funded. However, the TAF Managing Director may make an exception to this requirement if the applicant demonstrates that interim milestones can be reached within 6 months.

EVALUATION CRITERIA

All applications will be reviewed for compliance with the eligibility criteria identified above. Noncompliant applications will be rejected without further review. The TAF Managing Director will review the applications and make funding decisions. Each eligible application will be judged strictly on the likelihood that follow-on investment and public utilization shall result from TAF support.

Specifically the TAF Managing Director will consider the following:



Availability of IP Protection: Can the technology that exists today be protected by patents, copyrights, trademarks, or even as a trade secret? What is the status of any such intellectual property protection (e.g., patent applications, issued patents, registered copyrights or marks) and the business strategy for establishing and building an intellectual property portfolio?

Marketability: Into what type of product, process, or software can the technology be incorporated? What is the strategy for attracting the interest of a licensee? Have potential licensees expressed interest? What specific feedback is available?

Commercial Potential: What is the projected development and commercialization path? How long is it projected to take for a product to be developed and offered for sale? What are the potential barriers to commercialization (e.g., regulatory approval)?

Campus Commitment or Cost Sharing: What commitment of resources has the campus or a third party made to support the TAF project?

Feasibility: What is the feasibility of the development plan? If the plan is successfully executed, will the outcome increase the commercial potential of the technology?

Breadth of Impact: What portion of the population will benefit from the availability of this technology?

FUNDING

Awards may be made up to \$50,000, but projects will be funded at the level deemed necessary to achieve the proposed project objectives. The evaluation and award process will include a rigorous budget review, therefore applicants are strongly encouraged to work with their sponsored programs office to ensure appropriate project budgeting. The project plan and budget of any submitted proposal may be negotiated by the TAF Managing Director before an award is made.

In return for its investments, TAF shall be entitled to 10% of the gross revenue received by SUNY from the licensing or other commercialization of TAF-supported technology.

ADMINISTRATIVE GUIDELINES

TAF awards are intended to close the gap between research and commercialization, therefore TAF projects need not be restricted to laboratory research. Allowable expenditures of TAF funding include but are not limited to the following:

- Materials;
- Supplies;
- Travel to commercialization events;



- Prototype development;
- Independent contracting.

Class of 2012 funds cannot be used for tuition, construction, renovation, legal fees, or permits. Funds may be used for salary and fringe benefits for project personnel if a definitive need is outlined in the proposal submitted. All funds must be used solely for the project described in the application. Extensions of time require written approval of the TAF Managing Director.

TAF applications will be shared with market analysis and intellectual property firms retained by the TAF Managing Director for evaluation purposes. These firms will review each application and provide technology assessment, competitive landscape, end user inputs, specific market dynamics and an intellectual property review. By applying for TAF Class of 2012 funds, the project manager and all project participants hereby consent to this process and agree to be reasonably available to the TAF Managing Director, by phone, to answer any questions that may arise in this process and to cooperate with the TAF Managing Director and Technology Transfer Director (or Technology Transfer Coordinator, if the lead inventor is from a partner campus).

APPLICATION PROCESS

The deadline to submit TAF Class of 2012 proposals for consideration is **August 1, 2012**. Every SUNY campus is permitted to submit a maximum of two proposals for consideration. Proposals may be submitted only by an inventor's Technology Transfer Hub Director or Technology Transfer Coordinator (if the lead inventor is from a partner campus). Proposals must be no more than ten pages in length, not including items 4-7 below. Funding decisions will be made by the TAF Managing Director within eight weeks of receipt of a completed application, and the decision will be communicated promptly by written notice from the TAF Managing Director to the Project Manager and copied to the appropriate Technology Transfer Director (or Technology Transfer Coordinator, if the lead inventor is from a partner campus). For projects selected for funding, awards will be established and funded within fifteen days of mailing the award notice.

Applications must contain:

1. A cover page with the name(s) of the project manager and names and contact information for all staff proposed to be part of the project team;
2. An executive summary describing the market problem to be addressed, the solution offered by this innovation/technology, why it is likely to be successful, the project aims and the budget proposed;
3. A project narrative, to be developed with the technology transfer office, that includes:
 - Problem: Describe the problem and who has the problem (i.e., the customer);
 - Solution: Describe your solution (i.e., invention) and why it is superior to existing alternatives (i.e., compare to the competition);
 - Technical Feasibility: Outline the key studies and findings to date that supports the viability of this technology, provide a concise review of recent research in the field, and list related peer-reviewed journal publications;



- Intellectual Property: Describe the nature of the invention and what will be claimed (i.e., composition of matter, device, method), discuss the status of any domestic or international patent filings, summarize any known prosecution risks, explain the filing strategy, and provide a concise review of the relevant prior art;
 - Commercial Opportunity: Describe the potential size and scope of the commercial applications, provide data and sources supporting the market assumptions, discuss any startup potential and any business models that have been successful, and describe feedback from marketing efforts including any interest from companies or investors;
 - Development Plan: Describe the specific aims of your development plan and how they will better position the technology for commercialization (e.g., technical validation, address questions raised by industry, strengthen or broaden intellectual property, quantify market opportunity, funding strategy). For each aim, provide a detailed budget and timeframe for completion.
 - Milestones: Describe the milestones expected to be accomplished utilizing the TAF award. Include a Gantt chart showing the expected timelines for completing each milestone and the cost for achieving each.
4. The roles and responsibilities of the project manager and other project staff, including a biography/CV for each;
 5. A summary of feedback from at least two potential licensees (letters of interest/support from potential licensees will be considered, if available);
 6. A letter of support from the appropriate Technology Transfer Director (or Technology Transfer Coordinator, if the lead inventor is from a partner campus).
 7. For Prior TAF Awardees Only: Describe any outcomes that have occurred as a direct result of receiving prior TAF funding (i.e., new licensing interests, new intellectual property filed, significant challenge overcome). Provide information relating to the status of previous TAF milestones and how they increased the value of the technology.

OPERATING REVIEWS

TAF awardees may be required to present project findings and experiences at the request of the TAF Managing Director. Reasonable efforts will be made to accommodate the schedules of all parties.

INTELLECTUAL PROPERTY POLICY

The project manager and project staff shall abide by all SUNY policies, with particular attention to [Patents, Inventions and Copyright](#), and [Computer Software](#) policies.

PROJECT MANAGER RESIGNATIONS AND TRANSFERS

In the event of the project manager's resignation or inability to continue the project, the TAF Managing Director, in consultation with the appropriate Technology Transfer Director, will evaluate the specific



circumstances to determine the disposition of remaining funds. If a project manager transfers to another institution he/she is required to contact the TAF Managing Director, who will evaluate the specific circumstances to determine if the award is transferable.

PRIVACY POLICY

Information provided in the TAF application will be used to make a decision as to whether or not to fund the project. As part of this decision-making process, TAF may rely on outside advisors to assist in the review of all applications received and will use reasonable efforts to distribute the application only to those with a need to know to achieve TAF objectives. Such outside advisors will sign a non-disclosure agreement.

APPLICATION SUBMISSION and QUESTIONS

Applications for TAF Class of 2012 should be submitted by the appropriate Technology Transfer Director (or Technology Transfer Coordinator if the lead inventor is from a partner campus) to TAF@rfsuny.org. Should you have any questions regarding this program, please e-mail the question TAF@rfsuny.org. All questions and answers will be posted to the FAQ section on the [TAF webpage](#).