

# **DSTA Grants Proposal**

## **Instructions and Template**

### **Instructions**

- Before you begin, please familiarize yourself with the grant program requirements and criteria for evaluation on our website: <http://www.dstanc.org>.
- Utilize this document as a template. For each section delete the instructions in brackets and enter your text. Leave section headers as they are.
- If you need to add graphs you are welcome to do so. Place graphs at the end of the document. Please minimize file size and the resolution of the graphics for the convenience of the reviewers.
- PROPOSALS SHOULD NOT EXCEED 10 PAGES (not including graphics).
- Please DO NOT change the font or margins of this template. You may submit this proposal as an MSWORD or PDF file.
- Remove these instructions from your proposal before submitting it.
- This proposal needs to be submitted electronically by e-mail to the appropriate DSTA management representative or by mail to 455 Ramsey St. Fayetteville, NC 28301.

### **Expectations**

Funding from the DSTA Fusion Grants carries with it certain expectations, as outlined below:

#### **Use of Funds**

We anticipate that projects funded by the DSTA Fusion Grants program will have an impact on the marketplace. Fusion Grant recipients are expected to execute their plans as outlined in their proposals and to use the provided funds to commercialize their technology as described. DSTA Fusion Grant funds are expected to be directed towards business needs, not research activities.

Budgets will be carefully scrutinized, and entrepreneurial frugality is encouraged. While the maximum amount of funds that can be requested is \$50,000, requests for smaller amounts are welcomed. All else being equal, smaller requests for funding may have a better chance than larger ones.

**Communication**

The Grant recipient company representative is expected to communicate the project's progress through various means, including the following:

- Informal notification of all significant milestones achieved
- Periodic status reports to the DSTA management representative as specified in the Grant recipient company's contract.
- Patent disclosures and publications
- Media relations – Grant recipients will be announced to the media shortly after they are selected. When appropriate, project principals funded by the DSTA Fusion Grants program might be asked to interface with the press.
- After the duration of the Grant period, it is expected that the Grant recipient company will provide to DSTA periodic information on the company's progress. The information will be provided in the form of short surveys. This information will be used by DSTA to track the long-term results of the DSTA Fusion Grants program.

**[Project Title]**

**[Name of Project Manager]**

**[Date]**

## **Executive Summary**

*[NOTE: Do not disclose any proprietary information in the title or the executive summary.* Briefly describe the problem to be solved and shortcomings of existing solutions. Briefly summarize your approach in one or two sentences. Do not focus on the technical details of your proposed solution. Assume minimal knowledge in field or industry. Briefly mention the business needs of your company you intend to fund with this grant. This section may appear in DSTA's website. *Must not exceed 200 words.*]

## **Opportunity**

Provide an overview of the problem you propose to solve.

- What is the market opportunity?
- What is the customer "pain" that you are attempting to address?
- What is the market doing now to address the problem?
- What is the size of the market?
- How quickly is the market growing?
- Concrete market data and testimonials are encouraged.
- Back of the envelope calculations on approximate addressable market size are welcomed along with a description of the rationale for the calculations.
- Multiple applications can be suggested and explored at this point.
- This description should be understandable and compelling by someone not skilled in the art.

## **Proposed Approach**

Describe the proposed innovation and how it addresses the problem.

- How will it work?
- How do you envision the technology being used in a product or service?
- What is the current development status of the idea?

## **Commercialization**

- What do you envision to be the key next step to making impact with this innovation (e.g., sponsored research support, licensing, venture financing)?
- Describe the technical and market uncertainty and risks that might prevent this idea from proceeding along that path.
- Identify regulatory hurdles that must be overcome.
- Have you already developed an initial commercialization strategy (business, sales, and distribution models)?

- How would DSTA Fusion Grants funding and assistance adequately reduce the uncertainty (i.e., specific business-related risks) to advance the project to the key next step?
- With who would you need to connect, and what questions do you need to answer, to determine the appropriate applications and paths to commercialization?
- How might you take advantage of the connections and partnerships that DSTA may bring to your project through the Grants Program?

## **Impact**

Describe the business needs you hope to tackle with the proposed DSTA Fusion Grant funds.

- What impact will addressing these issues have for your company? (Short term)
- What are the expected market and societal impacts of the proposed work if successful; if unsuccessful? (Long term)]

## **Competitive Landscape**

Describe the competitive landscape for your company.

- Who are your direct and indirect competitors?
- What do the competitors look like?
- How fragmented is the market?
- What are the alternative or competing technologies?
- Elaborate on the benefits of the proposed approach over current or competitive approaches (even if the competitive approaches are not technically similar).
- What barriers to entry exist or can be put in place by your company against the competition?

## **Intellectual Property**

Please describe the status of the intellectual property around your technology.

- To the best of your knowledge, what is the prior art in this area – by you and others?
- List publications, patents, and patent disclosures.
- Comment on the novelty of your proposal with respect to this prior art.
- Comment on the IP implications of this prior art; for example, will other patents have to be licensed in order to practice your technology?
- Please comment on whether this is an extension of existing research or something totally new for your team.

## **Progress to Date**

Please describe the state of the project.

- Indicate progress towards milestones, prototype development, market research, license of technology, new discoveries, potential directions, etc.
- Highlight any business advancements, market insights, or connections made so far.

## Milestones and Deliverables

Describe your next steps towards commercialization in the form of milestones and deliverables.

- List the expected milestones you propose to reach during the life of your project.
- Distinguish between those milestones you anticipate to reach during the described time line of the grant from those milestones that will follow: code, prototype, data proving feasibility, etc.

Date	Milestone
	Elaborate on 3-4 milestones that can be used to evaluate progress through the project, and include a timeline.

## Risks

Identify key points of uncertainty and risk and how you plan to manage those risks.

## Resources and Budget

Summarize the resources you require to complete the project.

- DSTA Fusion Grants cannot exceed \$50,000.
- Because of the limited funds available and the number of proposals we expect, budgets will be scrutinized carefully, and entrepreneurial frugality is encouraged.
- Term of funding should not exceed one year.
- Indicate if you anticipate a need for funding in subsequent years and potential appropriate sources of support.

## Funding

Have you sought other sources of funding?

- Please identify other sources of funding that have been or are currently being used, or might be used to co-fund this work.

## Team and Collaborations

List team members and collaborators and describe their relevant experience and roles in the project.

- Identify areas of talent needed now and anticipated towards the end of the project term.
- Does this work require or depend on collaborations that involve the transfer of materials or information from others (e.g. companies, organizations, universities, individuals). If so, please identify the collaborator and their past, present or future role in this work.

- Comment on the potential IP ownership implications of this collaboration. Please disclose financial interest or affiliation (if any) that investigators have with collaborators.
- Have any of the team members established a start-up company related to the work?
- Identify any potential conflicts of interest and how they will be managed.

## **Reviewers**

Suggest at least three technical reviewers, one of which may be from your department or lab.

- These individuals should have the technical proficiency to speak knowledgeably about your technical work.
- Please keep in mind that they should not have any conflict of interest with this work and will not be compensated in any way if and when your project receives funding.
- Optional: please indicate if there is anyone you would prefer not to receive a copy of this proposal. *Please include title, e-mail, and phone.*

## **References**

Provide at least three personal references.

- These individuals should be able to speak knowledgeably about your personal and professional character.

## **Liability Waiver**

*By submitting this proposal application, I hereby release DSTA from any and all liability related to the information contained in this application.*

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