**[Insert Proposal Title]**

**Project Description**

**1. I-Corps Team**

**Technical Lead (TL) & Principal Investigator (PI): [Insert Name]**

Insert 1 paragraph here. Copy and paste over the sentences you included in your I-Corps Teams Executive Summary and then expand on that. If the TL and PI are two different people, split this out into 2 subsections.

**Entrepreneurial Lead (EL): [Insert Name(s)]**

Insert 1 paragraph for each EL here. Copy and paste over the sentences you included in your I-Corps Teams Executive Summary and then expand on that.

**Industrial Mentor (IM): [Insert Name]**

Insert 1 paragraph here. Copy and paste over the sentences you included in your I-Corps Teams Executive Summary and then expand on that.

**2. Lineage of the Proposed Innovation**

**Table of Previous Awards**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Award No.** | **Title** | **Award Dates** | **Agency** | **Program Officer** |
|  |  |  |  |  |
|  |  |  |  |  |

**Regional I-Corps Training Program**

The Regional I-Corps Training Program award conferring lineage is: The University of Akron I-Corps Site, which is run in collaboration with the University of Toledo (Award No. 1644699).

**Core Technology**

Briefly describe the core technology that is being considered for commercialization potential. Copy and paste text from the “Brief Description of Technology (Intellectual Merit)” section of your I-Corps Teams Executive Summary and then expand on that.

**Evidence of Commercial Opportunity for Technology**

Briefly describe how this research has led the team to believe that a commercial opportunity exists for the effort moving forward. Copy and paste text from the “Brief Description of Commercial Applications (Broader Impacts)” section of your I-Corps Teams Executive Summary.

**3. Potential Commercial Impact**

**Profile of a Typical Customer**

Provide a brief profile of a typical customer of the proposed innovation. You can get this information from the customer archetype you created as part of your I-Corps “Week 5 Workbook.” Take that info and write it up in paragraph form. Make sure you include your customer’s job title and the type of company they work for. This is also a good place to put the list of the first 5 customers you plan to interview, which you probably prepared for your Executive Summary or your practice Screening Interview.

**Customer Need**

Describe the customer need that you believe will be met by the proposed innovation. This should be very similar to the value proposition you developed during I-Corps. Provide support that the customer need is real based on what you heard during your I-Corps customer interviews.

How much do you think a customer would pay for your solution? How did you arrive at that estimate? You may have included a price per unit estimate in your I-Corps “Market Research Form” or you might have heard how much customers are currently paying to solve the problem during your customer interviews (look at your “Customer Interview Forms”). The best way to explain how you arrived at your estimate is to either (1) point to specific customer interviews that explained the cost of the problem in time or money or (2) list the price points of specific competitive products that solve part of the problem.

**How Customer Currently Meets the Need**

Describe how the customer currently meets those needs. You can probably get this information from the customer workflow map you created as part of your I-Corps “Week 5 Workbook.” This is also a good place to put competitive analysis, which you can pull from your I-Corps “Competitive Products Form” or perhaps from your I-Corps final presentation slides.

**4. Brief Description of the Project Plan**

**Approach**

Describe your approach. What is the proposed innovation? How does it relate to the fundamental research already conducted under previous award(s)? Make sure you specifically explain how the technology relates to any grants you listed in “Section 2 - Lineage of the Proposed Innovation.” This is also a good place to pull in publications about the technology and cite to them.

**Current Status of Technology**

Describe the current status of the technology. In what stage is the development: proof-of-principle, proof-of-concept, prototype (alpha, beta), other?

**Brief Description of Proof-of-Concept**

Provide a brief description of the proof-of-concept or technology demonstration you envision will be the next step following the I-Corps program. You might be able to copy and paste over a few relevant sentences from the “Brief Description of Current Commercialization Plan” section of your I-Corps Teams Executive Summary or you might have to write this from scratch. Make sure to mention that you realize the proof-of-concept plan will almost certainly change based on what you learn during the National I-Corps Teams program.

**5. Broader Impacts**

The Project Description must contain, as a separate section within the narrative, a discussion of the broader impacts of the proposed activities. Items you might want to discuss include:

* How you think I-Corps will impact the career trajectory of your team’s student Entrepreneurial Lead
* How you think I-Corps will impact future research projects the faculty technical lead will decide to pursue
* Any work your lab is already doing to build STEM talent, particularly among under-represented groups, that are working on the technology you are taking through I-Corps
* How I-Corps will specifically impact the research direction and impact the commercial potential of this technology
* The potential societal outcomes if your I-Corps technology gets commercialized – both in terms of how this will better society and in terms of market impact (this is a good place to include the size of the market you calculated on your I-Corps “Market Research Form”)