



Development and Commercialization Fund

Full Application

Section 1: Applicant's Information:

- A. Full name of applicant including title/position (primary contact only)
- B. Full name of organization/business
- C. Full mailing address of applicant/organization
- D. Phone number
- E. Cell phone number
- F. Fax number
- G. Email address
- H. Contact Person (if different from above): Include name, title, email and phone number.
- I. Number of full-time employees (if applicable)
- J. Please provide an up-to-date resume or CV for the principal applicant and all other collaborators. Be sure to include relevant education, training, credentials, associations, work experience, industry experience, and all other pertinent information. These document(s) should be attached as appendices.

Section 2: Project Information (15 Points)

- A. Project Name or Title (should be brief and could be published if support is offered).
- B. Provide a summary of the proposed project. (Maximum 2 page)
 - Background/history on your business and project
 - A thorough description of the proposed project and the product/service that will be developed.
 - How the project or product fits within one of the strategic sectors.
- C. Summarize your overall experience and skill sets that will ensure successful completion of your Development and Commercialization project. (Maximum 1 page)
 - Identify your strengths and those of your team.
 - What combination of skills, experience, and education do you have, or can access, that will ensure the successful completion of the project?
 - Describe your ability to successfully develop innovative products. Have you or your company ever developed a new product or service and taken it to market? If so, what were the results?

Section 3: Innovation (30 Points)

- A. Detail how the proposed product, service, or process is innovative and differentiable from any existing products or services. (Maximum 4 pages)
 - Describe the characteristics that make this product/service innovative. How will the proposed product or service be novel?
 - Provide a competitive analysis of similar products available in the market. How is the proposed product/service different from what is currently available?
 - Describe the sellable features of the product. Who will buy it and why? Is it considered a niche product or will it fill a need? Is the market currently met?
- B. Outline an intellectual property plan for the proposed new product or process, either by patent, trade secret, etc. and rationalize the protection. (Maximum 1 page)

Section 4: Commercialization Strategy and Economic Benefit (30 Points)

- A. Outline the strategy to commercialize the proposed product, service, or process. (Maximum 4 pages).
 - Describe your path to market. How will your product move from its current phase to market readiness?
 - Will the product be manufactured/developed and sold from PEI?
 - Has a commercial partner been sourced (if applicable) to move this project beyond a prototype or lab scale?
- B. What is the economic impact to PEI? (Maximum 2 pages)
 - How will your business or lab grow as a result of obtaining this support?
 - Will this project produce or lead to future job creation?
 - Will this project increase your revenue or lower your costs?

Section 5: Project Plan (25 Points)

- A. Provide a statement of work that outlines the objectives of the proposed project. Include project milestones with timelines and stage deliverables. (Maximum 3 pages).

- B. Provide a project budget. (Maximum 2 pages)
- Identify other funding providers if appropriate (both confirmed and pending approval) to finance the project.
 - Indicate the expenses earmarked for this fund as well as other contributors.
 - Provide an explanation of the line items.
 - Applicants are required to attach unaudited financial statements as an appendix.

Section 6: Ethical Considerations

- A. Identify all ethical considerations for the proposed project (including the use of human subjects, or environmental implications) and how you are addressing these concerns. If project has been reviewed by an ethics board, please provide written affirmation of the project's approval.

NOTE: For sections four, five, and six below, you are permitted to attach any correspondence, reference letters, or e-mail agreements, etc. that you feel would be beneficial to your application. These attachments should be presented as an appendix at the end of your application. The appendices section will not affect your overall word or page count indicated. In the event that you do utilize the appendix section, please reference materials throughout your application.

Section 7: Peer Review Committee Input

- A. Suggest up to three (3) reviewers that you feel have the expertise to review your application. Please include all information for these required fields:
- i. Name
 - ii. Address
 - iii. Phone Number
 - iv. E-mail
 - v. Area(s) of Expertise
- B. With reference to reviewers, if for any reason you do not wish a certain individual(s), or affiliate of a company, institution, or corporation, to review your application, please indicate those individual(s) or related organization(s) below. An explanation is not required.

NOTE: Innovation PEI reserves the right to make the final selection of reviewers and will ensure that suggested reviewers are not in a conflict of interest. Suggested reviewers should reside in PEI or be willing to travel without compensation.