



### **Quad Chart**

In addition to a two-page proposal, a “quad” chart is required in advance of the oral presentation, and must be submitted with the proposal. The basic format of such a chart is provided below:

<b><i>Upper Left Quadrant</i></b>	<b><i>Graphical depiction of the product or service in its ultimate, commercial form.</i></b>
<b><i>Upper Right Quadrant</i></b>	<b><i>What is the market need for this product, and why is this technology the enabling innovation?</i></b>
<b><i>Lower Left Quadrant</i></b>	<b><i>What is the current status of the technology and product development under or since Phase II ?</i></b>
<b><i>Lower Right Quadrant</i></b>	<b><i>What are the milestones to be achieved in the next 12 months, and how will START funding be used ?</i></b>

Please label the proposal and chart as Company Proprietary, only for use of MassVentures and its designated START reviewers.

Please state in your cover letter whether there are any competitors in the public, private or academic sectors that should not be permitted to see this material.

The MassVentures will make every effort to protect proprietary material, but can provide no guarantee that experts who may be working in the same or similar fields will not see it.