

START Proposal Template

Your proposal for funding under Stage I of the START program will be scored by the reviewers in three categories:

- ***1.0 Technology Platform: 40 points***
- ***2.0 Product or Service: 30 points***
- ***3.0 Markets Served: 30 points***

You have two pages (12 point font, 1 inch margins) in which to make your case for funding. It is strongly advised that you organize your proposal by the above evaluation criteria. If you have room at the end, you may add any additional information that you believe would be of interest to the reviewers, such as other funds that may leverage this grant, the experience of the management team, etc. However, the scores received in the three categories listed above will be the ***only basis for an invitation to orally brief the MassVentures/START panel.***

Here are some suggested areas to cover in each section:

1.0 Technology Platform

1.1 Innovation: Describe the technology and explain why it is innovative by comparing it to currently available technologies. Explain how this technology is the key to products or services not currently available. Indicate the degree to which the technology is patent-protected or is based on trade secrets.

1.2 Maturity: Describe the current state of product or service development within or since completion of the SBIR or STTR Phase II. Estimate the time and cost to bring the product or service to an “alpha” prototype state.

1.3 Development: Estimate the additional time and cost to bring the product or service to a pre-commercial state, based on which manufacturing or licensing the technology or product becomes more likely.

2.0 Product or Service

2.1 Product: describe what it does, how it functions, why it is needed, what problems it solves, what economic value it has, and what existing products or services it might displace.

2.2 Validation: Discuss how the product or service will be tested in the market, and what will constitute validation of its economic value. Describe how test-marketing will be performed, and estimate how long this will take.

2.3 Competition: Discuss the barriers to entry for other companies and technologies, and the estimated time for others to overcome these barriers. Describe how such competition can be mitigated through next-generation product enhancements.

3.0 Markets

3.1 Markets: For each potential product realization of the technology, describe the market sector(s) in which it will compete in terms of size (total units per year, total sales, growth rates).

3.2 Distribution: Discuss the planned distribution channels that you will use to reach the broadest market(s), whether by existing customer base, new company formation, or license.

3.3 Business: Discuss your plans, if any, for establishing and financing a spin-out business to manufacture, sell and support the product or service.

You will need to be both concise and precise in your presentation, as nothing beyond two pages (12 point type, 1 inch margins) will be sent to reviewers.

Please label the application submission 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 who should not be permitted to see this material.

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