

INSTRUCTIONS: All submissions must be limited to 1 page with a font no smaller than 11-point.

7-10 word summary: What is the Innovation and for what purpose? [for example: “Preservation using food-safe chemicals to increase shelf-life of fresh produce”]

Customer Problem

[In 2-4 sentences, who would the paying customer or end-user be, and what is the challenge that they face—i.e., problems with cost, quality, or time wasted? What alternatives have customers tried, and why are they inadequate?]

Market Opportunity

[In 2-3 sentences, explain if this problem were to be solved only with your technology, how big of a market opportunity would this be, and is that within California, in the USA, or globally? What applications/markets would you address first, and what markets could your technology potentially expand into?]

The Technology Innovation & IP status

[In 3-4 sentences, explain why will this technology potentially address the problem? What makes this technology unique compared to alternatives or similar technologies? What is the status of Intellectual Property development, has anything been filed, have agreements been signed with the university, etc].

Team

[In no more than 1-2 sentence(s) each: Who is on the team, what are their roles, and what makes them credible and relevant to the project?]

Milestones

[1) Top 2-3 milestones to-date that show that this is a credible opportunity, such as funds raised to get to this point in the research, publications, patents filed, team members brought onboard, pilots or testing, participation in entrepreneurial training, etc. 2) What milestone this project funding would help you to accomplish so that you could move toward a future commercialization milestone]