

BUFFALO FUND: ACCELERATOR

Guidelines for Preparing the Full Proposal Application

Use this **Guide** when completing the **Full Proposal Application**. Each section of the guide offers helpful insights on how to complete the section. On the application, electronically fill in each box. Full Proposal checklist:

✓	REQUIRED	✓	OPTIONAL
	This Cover Page		Optional single appendix page
	5 page application		Partial Business Model Canvas
	Two Letters of Support		

- Fill in each box following the instruction in the Full Proposal Template.
- The document margins should NOT be changed; Font size should be Calibri, 10.
- The final document must be submitted as a signed PDF. Submit to fund@buffalo.edu.
- Completion and submission of the Partial Business Model Canvas does not count against page limits.

Project Title	
Participating Institution	
Institution File Number (s) (Tech Transfer No.)	
PI Contact Information	
<i>Name</i>	
<i>Title, Department</i>	
<i>Email</i>	
<i>Phone</i>	

Acknowledgement	
I have read and understand the eligibility and program requirements set forth in the BUFFALO FUND: ACCELERATOR Program Guide. I acknowledge that this proposal is eligible for submission based on the criteria set forth therein; that in completing this Full Proposal Application I have taken into account the feedback received from the Pre-Proposal assessment stage; and that although I have been invited to submit this application, there is no guarantee that the Full Proposal will be funded. I also understand that the Full Proposal may be funded in whole or in part, on a milestone-by-milestone basis, based on the determinations made by the External Review Committee.	
Principal Investigator (Signature):	
Partner Institution Official (Signature): <i>I hereby endorse submission of this application for consideration.</i>	

Empire State Development is supporting UB, Roswell, Jacobs Institute, HWI, and Kaleida Health to help commercialize technologies generated through research.

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Problem/Need

Describe the problem or need that your product/service is intended to address.

- *It is recommended that you include both a qualitative and quantitative view of the problem.*
- *To the extent known, identify what customers have this problem (e.g. patients; manufacturer; consumer).*
- *Using a case example/scenario for a primary customer may be helpful for illustrating the problem/need.*
- *Describe what you learned in the “customer discovery” process that helped validate the specific problem(s).*
- *Describe any market events/disruptions that offer an opportunity for introduction of your solution (e.g. a recent regulatory change; environmental factor; competitor failure).*
- *Describe how the problem is currently being addressed. What is the current state-of-the-art or standard of care?*
- *Describe the limitations and inadequacies of existing and pipeline solutions aimed at addressing this problem.*
- *Use only the space provided.*

Solution (Technology) and Stage of Development

In non-technical language, describe your innovation/technology and how it intends to address the problem/need.

- *Do not provide an extensive description of the technology, especially if it comes at the expense of describing the items below. You may use the appendix to refer to publications describing the technology in further detail.*
- *Identify the differentiating factors (e.g. better/faster/cheaper) that will make your technology competitive in the marketplace. You may include a feature/benefit comparison chart in the appendix.*
- *In general terms, what demonstration has been made thus far to show that your technology works? For example, vitro or vivo studies, prototype developed and tested, etc. As applicable, highlight how performance compares to your competition.*
- *Is this a platform technology with multiple applications?*
- *Support in the form of data, graphs, etc. for the technology solution may be provided in the appendix, though the appendix space limitation (1 page) suggests only the most compelling data should be presented.*
- *Use only the space provided*

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Technical Feasibility

Outline the key studies and findings to date that support the viability of this technology in the marketplace; provide a concise review of recent research in the field; and identify funding awards, sources and amounts that supported development of this technology to date. You may list related peer-reviewed journal publications in the one-page appendix below.

This section should also address whether or not other technical advances are required in order to adopt this technology (i.e. technical barriers to entry). Can it be incorporated into existing systems or used in existing devices or equipment? Or, will users have to modify existing systems, purchase new equipment or drastically change their process to adopt this technology?

If this technology was funded in a previous round of the BUFFALO FUND: ACCELERATOR Program and you are seeking follow-on funding, summarize the results of the previous round of funding that support requesting additional funding.

Intellectual Property Status

Describe the types of intellectual property applicable to your innovation (patents, copyrights, trademarks, trade secrets, materials) at the time of this submission and identify all official filings/applications by number and date of filing/issuance. If none, state "None."

If a patent application has been filed:

- *Provide a summary of relevant prior art sufficient (2-3 examples) to differentiate this invention from the prior art.*
- *Refer to the Pre-Proposal Invention Evaluator report or any searches conducted by your institution or your project team.*

If the intellectual property is software:

- *Describe the state of software development. Is it an original work or is it a derivative of other code such that authorship and ownership issues must be addressed?*
- *Does the software use or rely on any open source software to operate? What commercial restrictions might that cause?*

If the intellectual property is or includes biological materials, is the biological material a derivative of material obtained from a third party? What ownership issues might that create?

Use only the space provided, though you may also use the appendix, if necessary.

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Market Potential

Describe the envisioned end product/service based on the underlying technology and the market(s) it will compete in. If multiple markets, focus on no more than two of the most attractive markets (from a customer need, or a financial return perspective). By way of example, an addressable market for a breast cancer therapeutic is the number of breast cancer patients and/or the forecasted sales revenue for breast cancer therapies, not the entire cancer market.

- *What is the size of the addressable market opportunity (e.g. size in dollars, units sold, customers/users and forecasted growth)? It is preferred that you identify worldwide figures, if applicable, but U.S. only is acceptable. Please cite sources.*
- *Who are the main players and what products/services, both existing and pipeline, might compete against yours? Include both existing and pipeline competitors. Pipeline competitors are products/services that are in development.*
- *Why will you win? What makes your product/service a preferred choice for the target customer?*
- *Who are potential industry partners/licensees? Note that they may also be competitors. Please identify at least 3, or, if there is already a company interested in the outcome of this project, discuss that interest and input.*
- *If you are aware that startups are being formed to address this market opportunity, who are they and what funding (public and/or private) have they received to date? Such information helps validate there is a market and active investor interest in the space.*
- *Summarize any industry-specific or customer-specific feedback you have received on the competitive advantage of your technology and its ability to fulfill an unmet need in the marketplace.*

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Project Plan and Budget Summary

Within the table provided below, identify up to 3 specific and measurable milestones (and subtasks) that will be used to track the progress of the project over the course of the funding period. Milestones should be logically ordered such that the successful completion of one milestone triggers work to begin on the next milestone. All milestones must be completed within 12 months.

No.	Milestone/Subtask	Budget	Month											
			1	2	3	4	5	6	7	8	9	10	11	12
1	First Milestone	\$xx,xxx												
1.1	Subtask													
1.2	Subtask													
2	Second Milestone	\$yy,yyy												
2.1	Subtask													
2.2	Subtask													
3	Third Milestone	\$zz,zzz												
3.1	Subtask													
3.2	Subtask													
TOTAL BUDGET		\$												

- Describe how each of these milestones will advance the technology towards commercialization.
- Define the tangible and measurable endpoint of each milestone that will determine whether it was successful or not (e.g. if >x=success, if <x but >y=unclear, if <y=fail).
- Explain how the milestones were determined. Were they requested by potential partners/licensees or are they general industry standards? Has an industry contact expressed an interest in seeing certain data in order to make a decision to partner or license?
- Milestones or deliverables (e.g. prototype fabrication, animal efficacy studies, preclinical toxicology, etc.) that are to be completed by third parties should identify possible vendors and/or collaborators.

Describe any in-kind support (materials, testing, technical advice) to be provided by a company partner.

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Detailed Budget

Provide a brief narrative and justification for the budget amount requested. Please refer to the BUFFALO FUND: ACCELERATOR Guide for a description of allowed expenses. Using the table below, list each line item and the amounts of funds requested or that will be cost shared or matched, for example by a partner institution or an industry partner.

While not a requirement, applications that include matching funds or in-kind services, especially those provided by potential industry partners and/or licensees, are likely to be reviewed more favorably because such support demonstrates additional commitment and commercial interest.

Budget Item (8 point font permitted)	Funds Requested	Cost Share/ Matched	Description
Personnel – Salaries/Wages			
PI(Faculty or equivalent)	n/a	\$x,xxx	Ex. Institution cost share
Name and Position			
Name and Position			
Personnel - Fringe			
Name and Position			
Name and Position			
Materials and Supplies			
Item			
Item			
Consultant/Vendor			
Testing Services	n/a	\$x,xxx	Ex: Provided by industry partner
Item			
Other Expenses			
Item			
Item			
TOTAL BUDGET			

Project Feasibility

Use this space to make the case for why successful completion of this project is feasible within the described time frame and budget, and how, for this technology, it will meet the BUFFALO FUND: ACCERERATOR goal to (a) facilitate the formation of an investible start-up company that will further develop and commercialize the technology, or (b) enable an innovation to become more attractive for licensing and/or partnering with established companies.

Project Team

Describe the roles and responsibilities of the project team (PI, Co-PI, Students, Industry Collaborator) and summarize their relevant experience for contributing to the successful completion of the Project Plan.

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Appendix (1-page) OPTIONAL

The following is a non-exhaustive list of items you may wish to include in this section, provided that each included item provides support for the problem, solution, and/or market opportunity:

- *A list of, including links to, publications describing the technology.*
- *Feature/Benefit comparison chart (See example below).*
- *Compelling scientific/technical data.*
- *A list of patent applications filed and/or issued, including dates.*
- *Links to market reports referenced in previous sections.*
- *Links to videos of the product or concept.*
- *Emails or written communication from potential partners, licensees and customers.*
- *Screen shots of a software or app.*

***Example Feature Benefit Chart**

Feature/Benefit	Your Product	Competitor 1	Competitor 2
Better	+++	+	+
Faster	++	++	-
Cheaper	+++	+	+

NOTE: Completion and submission of the Partial Business Model Canvas, if you elect to do so, will not count against the page limits and can be provided in addition to the 5-page application form and the 1-page appendix.