

BUFFALO FUND: ACCELERATOR

Guidelines for Preparing the Pre-Proposal Application

Use this **Guide** when completing the **Pre-Proposal Application**. Each section of the guide offers helpful insights on how to complete the section. On the application, electronically fill in each box. Please note the following specifications:

- The Pre-Proposal Application may not exceed 4 pages: this Cover Page + 2-page application + optional single appendix page.
- 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 optional Partial Business Model Canvas does not count against the 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 Guide. I acknowledge that this proposal is eligible for submission based on the criteria set forth therein. I further understand that if I am invited to submit a Full Proposal, I will be obligated to meet certain additional criteria in order to remain eligible for consideration and that there is no guarantee that the Full Proposal will be funded. Please check one of the following:

- ☐ I participated in the I-Corps Site Program at UB
- ☐ I participated in customer discovery (I-Corps equivalent) program or activities
- ☐ I have not participated in I-Corps/other customer discovery activities. I am committed to participating in the I-Corps Site Program

Principal Investigator Signature:

Partner Institution Official (Signature):
*I hereby endorse submission of this
application for consideration.*

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

Key Words

Please provide up to 5 key words, phrases or concepts that describe your project and the uniqueness of the underlying technology. This information will be used to better understand your technology, the market and the IP landscape.

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.*
- *It is strongly recommended that you provide 3rd party support ("customer discovery") to 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*

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

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 needs, 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.*
- *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.*

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	Estimated Budget	Month											
			1	2	3	4	5	6	7	8	9	10	11	12
1	First Milestone	\$xx,xxx												
2	Second Milestone	\$yy,yyy												
3	Third Milestone	\$zz,zzz												
ESTIMATED TOTAL BUDGET		\$Total												

- *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.*
- *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.*
- *Provide an estimated budget, broken down by the milestones proposed above. The proposed budget may be based on ballpark estimates at this stage. A detailed budget will only be required at the full proposal stage. Please be sure to review the funding limitations for these proposals.*

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 Canvass, if you elect to do so, will not count against the page limits and can be provided in addition to the 2-page application form and the 1-page appendix