NSF I-CORPS HUB GREAT PLAINS

Instructions: Please fill out the below executive summary template. Many of these questions will be asked when submitting your project on the NSF's website, so you will be able to copy and paste your responses if you are selected to participate in the National I-Corps program following your interview.

Project/Team Name: <<Name>>

Team Composition and Background

Entrepreneurial Lead (EL): <<Name>> <<Email>>
EL Qualifications: <<Please provide a 5-sentence description. Describe who you are and where you are from. Please state the relationship between this person and the technology being explored in the program.>>

Technical Lead (TL): <<Name>> <<Email>>
TL Qualifications: <<Please provide a 5-sentence description. Describe who you are and where you are from. Please state the relationship between this person and the technology being explored in the program.>>

Principal Investigator: *(only if different than the Technical Lead)* <<Name>> <<Email>>
The PI for the proposal who will accept the award on behalf of the university.

Industry Mentor (IM): <<Name>> <<Email>>
IM Qualifications: <<Please provide a 5-sentence description. Describe who you are and where you are from. Please state the relationship between this person and the technology being explored in the program.>>

Please provide a brief description of your technology:
<<Brief description of the core technology. High level and straightforward technology description and what it could do. Do not provide a lot of details, specifications, etc. However, it should be clear what is unique about the technology and its capabilities relative to other approaches.>>

Please provide a brief description of the commercial application of your technology:
<<This section is your current best guess/hypothesis of the potential applications and customers for the technology. You do not need to know a definite answer to the question of what market need you will meet. The key is being very specific about your market. Markets that appear too vague and ill defined, will get extra scrutiny in the review process. At the same time, you should indicate a willingness to let the customer discovery process guide you toward the strongest pull/need in the market. Please mention specific people (by job title and company) that you guess might be interested in the technology and why they might be interested. What problem do you solve for whom? Be especially careful to avoid listing "industries". (e.g. Oil and Gas will be interested in my tech …)>>

Please provide a brief description of the current commercialization plan:
<<Brief description of the current commercialization plan. A commercialization plan consists of steps and milestones. The reviewers understand it is preliminary and likely incorrect. It just shows you have given some thought to the issue. You are not "graded" on the accuracy of this portion of the Executive Summary. Try to include the following:

- How are you going to address the technical risk? For example, key milestones might be building a feasibility prototype or first product prototype. What technical risk are the prototypes trying to address? What testing do you need to do?
- How are you going to address the market risk? What level of market knowledge will you need before moving forward with the technology development?
- Do you plan on forming a company or licensing the technology? ("I don't know yet" is also an acceptable answer). Do you plan on applying for an SBIR or raising venture capital? Are there other translational grant sources in your University that you plan to apply for? Do you need to hire key team members or expertise? >>