



Fuel Consumer IT - Application Template

CFE's Fuel Consumer IT supports U-M faculty and staff-led Consumer IT entrepreneurial projects, providing non-dilutive funding ranging from \$5K to \$100K to advance product development, customer discovery, and market growth. Focused on tech products and services for personal use, applications are reviewed by a panel of 5 judges to help projects reach their next commercialization milestone.

Please, first, **make a copy** and use this blank template as a guide to collect your information. All applications should come through the Fuel website and must utilize [this link](#).

Please review all the documentation on the [Fuel website](#) before applying.

Contact [Alison Smith](#) with questions.

Applicant Information

First Name	
Last Name	
Email (must be @umich.edu)	
In what department / college do you work?	
Preferred Pronouns	



Team Member Info, required for each additional person on the team

First Name	
Last Name	
Email (@umich.edu)	

Project Proposal

Project Title	
One sentence Project Summary	
What industries are related to your venture?	

One Sentence Project Summary (this will be shared to potential judges outside of U-M)

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Please describe your unique value proposition in a sentence, using the format shown below.

Our product/technology [high-level description] provides a [pain reliever or benefit] that [addresses specific needs or solves a problem] for [target customer] who [has a particular need or challenge]. Unlike [competitors], we [unique differentiator].



Is the Fuel Dash Fund an appropriate vehicle for funding your venture? *

	Yes	No	Kind of
Do you work at U-M or Michigan Medicine? *	☐	☐	☐
Is your venture focused on Consumer IT? Tech products and services, including devices, software, and platforms, designed for personal use by individuals for communication, entertainment, productivity, social interaction *	☐	☐	☐
Are you incorporated or will you become incorporated within 12 weeks after a potential Fuel award? *	☐	☐	☐
I acknowledge: U-M employees who have ownership in the venture/business must complete conflict of interest process and receive Regent's approval for a Fuel Consumer IT award. *	☐	☐	☐

If any of your responses are "no" or "kind of", the Fuel Faculty Consumer IT program may not be the correct one to support your venture. Please schedule a meeting with Alison Smith (alisone@umich.edu)



Potential for Positive Impact

If applicable, please discuss how your idea has the potential for positive societal impact. Consider: What potential positive societal impact does your venture have? How do you plan to measure this impact?

Judges will consider these points:

- Depth and clarity of the venture's potential to address pressing societal issues.
- Assessment of the significance and scale of the problem or need being targeted.
- Quantitative and qualitative measures of expected social or environmental benefits

Value Proposition

Describe the unique value your venture provides. Explain what problem your product/technology solves and how it creates value for customers. Discuss how it differs from existing solutions in the market. Include any research, trials, or testing you've done to refine it, and outline your plans for future improvements.

Judges will consider these points:

- Uniqueness and Impact: How distinctive is your value proposition, and how does it advance or improve upon current alternatives in the market?
- Understanding the Value: How well do you demonstrate an understanding of your target customer's needs and how your solution creates value for them?
- Market Positioning: How does your venture differentiate itself from existing solutions, and what is its potential to disrupt or improve the market?
- Scalability and Future Impact: What is the potential for your value proposition to grow, evolve, and create long-term impact?



If your solution involves complex technology, please attach any images, diagrams, or videos to help explain how it works at the end of this application. Clear and easily understandable explanations will help judges provide better feedback.

Sustainability and Viability of Your Venture

Please discuss the long-term viability of your venture. Whether it is a non-profit or for-profit, what is your plan for ensuring its continuity?

Judges will consider these points:

- Sustainability Plan: How do you plan to sustain your venture after initial development? If it is a non-profit, what strategies will you use to ensure ongoing funding and support?
- Revenue Model: If your venture aims to generate revenue, describe how revenue will be created. What are your primary revenue streams?
- Scalability: How does your idea scale? What key milestones do you plan to achieve as a company in order to reach the impact you're targeting?

Action Plan, Progressive Development, and Financial Justification

In this section, consider the plans for your venture for the duration of the potential grant and indicate a timeline. Please briefly describe progress achieved so far (prior to potential grant) and key milestones you aim to reach as you execute the potential Fuel Dash Fund grant? Attach your budget, justify all expenses and how they support your venture's milestones.

Judges will consider:



- Execution Strategy: Is your plan detailed and realistic?
- Logical Progression: Does your timeline show clear, feasible growth from current stage to next milestone? Is your timeline appropriate to achieve the next milestone(s)?
- Financial Viability: Is your budget well-justified, with each item supporting your key milestones?

Go-To-Market Strategy

Consider: What is your plan for bringing your product to market? How will you connect with potential customers?

Focus on these key areas:

- Customer Segmentation: Clearly define your target customers. Who are they, and what are their key characteristics and needs?
- Marketing Strategy: Explain how you will engage and attract your target customers. What marketing channels and tactics will you use to reach them effectively?
- Revenue Model: Outline how you plan to generate income from your business and the key financial strategies.

Freedom to Operate

Describe the key regulatory and intellectual property (IP) considerations for your business. What regulatory issues affect your venture, and how will you address them? Is your idea patentable? Indicate if you haven't filed a patent, have filed a



provisional application, or don't believe it's patentable (and why). Also, outline your IP strategy and how you're ensuring you're not infringing on existing IP.

Judges will consider:

- Regulatory Understanding: How well do you understand regulatory challenges and your plan to address them?
- IP Strategy: How clear and reasonable is your IP strategy, and are you confident your venture is not infringing on others' IP?

Team Capability

Please mention the expertise of your team and how you are well positioned to move your idea forward.

Judges will consider these points:

- Demonstration of the team's relevant skills and experience related to the venture.
- Identification of knowledge gaps and how they will be addressed, including through mentorship, partnerships, or new team members.



Funding Request (utilize this [budget template](#))

Please indicate the total funding amount you are requesting. Attach a budget below. Utilize the blank template linked above. Important: prioritize your budget items and provide explanation if needed.

What funding are you requesting from Fuel?	\$
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Please discuss the facilities and resources you have in place to effectively manage and utilize the funding you are requesting.

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On the application, you will have to agree with the statement below.

Be aware that your submitted budget should focus on the use of funding that directly enables the venture to reach it's next commercialization milestone. These types of expenses will be highly scrutinized by judges with regard to what is the most appropriate next step for the venture:

- Legal Services: IP protection or incorporation
- Interns or External Coders
- Monetary incentives for customers or influencers
- General Professional Services

Additional Information (optional)

Please list your web address (URL) if applicable.	
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Is there anything else you'd like the judge panel to know about your Project Proposal?