Wisconsin Small Company

Advancement Program

(WiSCAP)

Request for Proposals

WiSys Technology Foundation

# Contact:

# Arjun Sanga

# Executive Director, WiSys Technology Foundation

# 401 Charmany Drive, Suite 205 Madison, WI 53719

# E-mail: [asanga@wisys.org](mailto:asanga@wisys.org); Phone: (608) 316-4015

**Request for Proposals**

**Wisconsin Small Company Advancement Program (WiSCAP)**

WiSys Technology Foundation offers WiSCAP grants to UW comprehensive campuses to develop technology innovations in partnership with Wisconsin small companies to create business growth and jobs. Companies must submit a research proposal jointly with a UW comprehensive campus to WiSys Technology Foundation.

WiSys reserves the right to modify the current guidelines and criteria in consultation with UW System.

# PROPOSAL PROCESS OVERVIEW

**Step 1.** The company may choose to execute a Confidential Disclosure Agreement with WiSys Technology Foundation prior to discussing details of a project to protect any proprietary information. WiSys shall keep all company proprietary information confidential. A Confidential Disclosure Agreement Form can be found at [www.WiSys.org](http://www.WiSys.org) under the “For Industry” tab.

**Step 2**. WiSys shall facilitate discussions with a UW faculty member and a company representative to prepare a project proposal, which must include the following 5 sections: Introduction, Objectives, Technology Development (R&D), Economic Impact and Budget. (See WiSCAP Full Proposal Format section for details.) WiSys, at its discretion, may divide the project funding into two phases.

# WiSCAP ELIGIBILITY AND CONDITIONS

## Introduction

* The purpose of WiSCAP is to apply the intellectual potential of UW faculty, staff and students, as well as campus resources, to advance business growth in Wisconsin.
* Generate knowledge and provide industrial research experience to UW students.
* Funding is allocated to UW comprehensive campuses to support the research and development of a product idea from a Wisconsin small company.
* Full proposals are to be submitted jointly by UW faculty and staff, and a Wisconsin small company in all technology/product development areas.
* Funding is available for one year and may be offered in two phases, provided sufficient advancement of research has occurred based on milestone achievements. All funding must be transferred to System campuses for research use.
* WiSys will maintain the full confidentiality of all submitted grant applications and documents.

## Eligibility

* Wisconsin companies with less than 25 employees are eligible to partner with UW campuses other than UW-Madison and UW-Milwaukee.
* Proposals with multi-campus partnerships, including Madison and Milwaukee will be considered.
* Proposals may request a maximum of $200,000 in funding. Projects requiring more than $200,000 must consult WiSys before applying.
* The partnering company must provide matching funding and/or in-kind support (1:1). State government funds cannot be used as matching funding. In-kind support may include technical consultation, use of instruments, equipment, software, facilities, quantifiable technical know-how, and product testing.

**Selection Criteria**

* Among equally strong proposals, a proposal will be more competitive if it:

1. Creates jobs at the UW campus and partner company;
2. Includes a commitment for full or partial fiscal support from a private partner with appropriate agreements to protect UW intellectual property and share economic benefits among participating institutions;
3. Has appropriate and significant student participation;
4. Can demonstrate that successful outcomes can be marketed in the immediate future (1-4 years after the completion of the R&D).
5. Multicampus collaborations

## Guidelines for WiSCAP Full Proposals

* Full proposals must be endorsed by the Provost or designated officer of the System campus applying for the grant and the representative for the partner company.
* Full proposals must be submitted to WiSys Technology Foundation at any time but funding will be based on availability.

## Multi-Campus Applications

* For collaborative WiSCAP proposals originating from more than one campus, the leading campus should submit the full application along with cover page and budget page for that institution. Other supporting campuses should submit a cover page and budget page only, using the same project title.
* All proposals become the property of the University of Wisconsin System.

## Intellectual Property (IP) and Licensing Based on Project Outcomes

* Agreements are negotiated on a project by project basis. Generally, outcomes from WiSCAP projects are expected to fall into two categories: 1) No new IP generated, and 2) New IP generated. Inventorship is determined according to US patent laws. IP includes, patents, copyrights, trade or service marks or trade secrets. See WiSCAP Project Outcomes, IP and Licensing Options (Appendix A).

# WiSCAP Full Proposal Format

Full proposals should include a cover page and two budget pages (templates attached) and be organized into five sections as described below. Full proposals should not exceed a combined length of 9 pages, excluding cover page and budget forms. Pages should be single-spaced using 12-point type with at least 0.5 inch margins. WiSys strongly recommends that the faculty and partner company consult with our staff prior to and during proposal preparations.

## Page Length Requirements

Section 1 & 2: Introduction, Objectives Max 2 pages (Not including cover page)

Section 3: Technology Development (R&D) Max 4 pages

Section 4: Economic Impact Max 2 pages

Section 5: Budget Max 1 page narrative (Not including budget forms and subcontractor quotes)

# Section 1: Introduction

* Partner company information (year founded, state of operations status (LLC, Inc.), number of full-time and part-time employees.
* Proposed technology/product (identify product or technology).
* Describe why the technology/product is important and how it differs from existing technology/products. (How is technology/product superior to existing solutions.)
* List competing technologies/products or companies if known.

# Section 2: Objectives

* List objectives in bullet points. Objectives are outcomes of R&D and are product focused.

# Section 3: Technology Development (R&D)

* State the problem to be addressed and proposed solution.
* Describe the technology development methods. (List roles of UW and partner company.)
* List milestones to be achieved and corresponding timelines. Provide measurable, realistic milestones for the project. Performance evaluations of these milestones will be used to determine the success of your project.
  + Milestones are project outcomes and closely related to objectives in Section 2.
  + Hiring a technician or publishing a paper is not a milestone.
  + Development of a functional prototype, completing a software development, demonstrating efficacy of a process or product or overcoming a key technical hurdle are milestones.
* Describe the project’s IP potential. Describe known competing technologies in the market place and how the proposed technology development may lead to new IP

# Section 4: Economic Impact

* How does the proposed technology or product impact business growth of the partner company?
* Provide any available market estimates, product prices, production costs, and competitive advantages of the new product for US &/or world. (If necessary, work with WiSys to get market data.)
* Market potential, including size, risks, time of entry and US and/or world market share.
* Barriers to market. (Example: capital needed to manufacture.)

Number of potential new jobs expected to be created in the UW System and the company. (Indicate approximate salary range of new jobs.)

# Section 5: Budget

* A short budget narrative (not to exceed 1 page) explaining and supporting information included on the budget forms (templates attached) should be prepared as part of the Full WiSCAP proposal. A budget form should be completed for each participating UW campus and for each partnering company. (Budget forms and subcontractor quotes are not included in the 1 page maximum limit)
* Dollar-to-dollar company match or in-kind support is required. WiSys may at its own discretion divide the project/budget into two phases. Phase I funding may be allocated with the condition that if milestones are met and project progress is satisfactory, phase II funding will be provided. WiSys reserves the right to make this decision unilaterally.

**Guidelines for the Evaluation of**

**WiSCAP Proposals**

The purpose of WiSCAP is to provide funding *“to promote Wisconsin small company growth, creation of high-paying jobs at UW campuses and creation of knowledge and student learning.”*

# Primary Evaluation Criteria Checklist

WiSCAP proposals for product development will be read and evaluated against the following criteria. The overall rating will reflect WiSys’s assessment of how well the project addresses each of these areas. WiSys may consult external experts as needed.

1. **Technical Merit:** Suggested technical solution appears to be sound, feasible in the proposed timeline, cost effective and is timely.

* Technology may be applicable in more than one product or process
* Has potential for student learning, advancement of scholarship and faculty interest
* Has potential for IP
* Has potential for further extramural funding

1. **Market Merit:** The proposal substantially improves the business of the partner company.
2. Has substantial US &/or world market potential (is quantifiable and is applicable to a single product or multiple products).
3. Results in a new product or service.
4. Results in a substantially superior product compared to the existing product (an incremental improvement to the product is not sufficient).
5. Reduces costs and/or increases efficiency and productivity and/or improves sustainability.
6. Improves market share of the company.
7. **Job Creation Potential:** The project includes well-developed milestones and metrics for evaluating its impact at the end of the grant period.

* High-paying job creation potential (university or company).
* Competitive advantage for the company.

For additional information on WiSCAP, contact:

Arjun Sanga

WiSys Technology Foundation

(608) 316-4015

[asanga@wisys.org](mailto:asanga@wisys.org)

or

Jon Cook

WiSys Technology Foundation

(608) 316-4036

[jcook@wisys.org](mailto:jcook@wisys.org)

**WISCONSIN SMALL COMPANY ADVANCEMENT PROGRAM**

**(WiSCAP)**

**COVER PAGE**

|  |  |  |  |
| --- | --- | --- | --- |
| **UNIVERSITY OF WISCONSIN SYSTEM CAMPUS:** | | | **AMOUNT REQUESTED:**  **$** |
| **PRINCIPAL INVESTIGATOR NAME:** | | **PRINCIPAL INVESTIGATOR TITLE:** | |
| **P.I. DEPARTMENT ADDRESS:**  **DEPARTMENT PHONE:**  **FAX:**  **E-MAIL:** | | | |
| **PARTNER COMPANY NAME:** | | **COMPANY CONTACT AND TITLE:** | |
| **COMPANY CONTACT ADDRESS:**  **PHONE:**  **FAX:**  **E-MAIL:** | | | |
| **PROJECT TITLE:** | | | |
| **PROJECT SUMMARY: Maximum 200 words (Describe major research objectives and expected outcomes.)** | | | |
| **ESTIMATED US &/OR WORLD MARKET SIZE:** | | | |
| **UW JOBS CREATED:** | **COMPANY JOBS CREATED:** | | |

Signature indicates endorsement by the Provost's Office.

|  |  |
| --- | --- |
|  |  |

**Signature of Provost Date**

|  |  |
| --- | --- |
|  |  |

**Signature of Company Representative Date**

# Section 1 & 2: Introduction and Objectives

Maximum 2 pages.

## Introduction

## 1.1 Partner Company Information

Please include the year founded, state of operations status (LLC, Inc.), number of full-time & part-time employees.

## 1.2 Proposed Technology/Product

Identify Product or technology

## 1.3 Impact of the Technology or Product

Describe why the technology/product is important and how it differs from existing technology/products. (How is the technology/product superior to existing solutions.)

## 1.4 List Competing Technologies, Products or Companies if Known

## Objectives

List objectives in bullet points. Objectives are outcomes of R&D and are product focused.



# Section 3: Technology Development (R&D)

Maximum 4 pages.

## 3.1 State the Problem to be Addressed

## 3.2 State the Proposed Solution

## 3.3 Technology Development Methodology

## 3.3.1 UW Partner Development Steps

## 3.3.2 Company Partner Development Steps

## 3.4 Timeline, Milestones and Metrics

List milestones to be achieved and anticipated date of completion. Provide measurable, realistic milestones for the project. Performance evaluations of these milestones will be used to determine the success of your project. Please include preferred project start and end dates.

Milestones are project outcomes and closely related to objectives in Section 2. Hiring a technician or publishing a paper is not a milestone. Development of a functional prototype is a milestone. Achievement of target performance levels (both technical and economic) to make the product a commercial success are milestones.

|  |  |  |
| --- | --- | --- |
| ***Milestone*** | ***Anticipated Date*** | ***How Measured*** |
| Project Start |  |  |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |
| Project Completion |  |  |

## Section 3.5 Describe the Project’s IP Potential

# Section 4: Economic Impact

Maximum 2 pages.

## Section 4.1 Impact of Technology or Product on Business Growth of Partner Company

## Section 4.2 Market Overview

## Provide any available market estimates, projected product prices and production costs of the new product/technology for US. &/or world. Describe competitive advantages anticipated through adaptation of new product/technology. (If necessary, work with WiSys to get market data.)

## Section 4.3 Market Potential

Include size, risks, time of entry and market share for US &/or world. Contact WiSys for market data development support.

## Section 4.4 Barriers to Market

Example: capital needed to manufacture.

## Section 4.5 Job Creation

Number of potential new jobs expected to be created in the UW System and the Partner Company. Indicate approximate salary range of jobs.

# Section 5: Budget

Maximum 1 page (not including budget forms and subcontractor quotes)

Dollar-to-dollar company match or in-kind support is required. State government funds cannot be used as matching funding. In-kind support may include technical consultation, use of instruments, equipment, software, facilities, quantifiable technical know-how, and product testing. WiSys may at its own discretion divide the project/budget into two phases. Phase I funding may be allocated with the condition that if milestones are met and project progress is satisfactory, phase II funding will be provided. WiSys reserves the right to make this decision unilaterally.

## Section 5.1 Budget Narrative

A short budget narrative (not to exceed 1 page) explaining and supporting information included on the budget forms (templates attached) should be prepared as part of the Full WiSCAP proposal.

## Section 5.2 Budget Forms

A budget form is required for each participating UW campus and for each partnering company (templates attached). Budget forms and subcontractor quotes are not included in the 1 page maximum limit.

**Wisconsin Small Company Advancement Program (WiSCAP)**

**University of Wisconsin System**

**BUDGET FORM**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **PROJECT TITLE:** | |  | |  |
| **UW COMPREHENSIVE CAMPUS:** | | Salary Requested | Fringe Requested | Funds Requested |
| **SENIOR PERSONNEL** (Indicate Salary Classification or Non UW Employee) | |  |  |  |
| 1. **Principal Investigator:** | |  |  |  |
| 2. | |  |  |  |
| 3. | |  |  |  |
| 4. | |  |  |  |
| **OTHER PERSONNEL** (Non-Doctoral Institutions)  **(Note: Funding is not provided for tuition remissions.)** | Fringe Rate\* |  |  |  |
| 1. Faculty/Academic Staff | 44.5% |  |  |  |
| 2. Classified Staff | 57% |  |  |  |
| 3. Limited Term Employees (LTE) | 46% |  |  |  |
| 4. Research Associates and Interns | 34% |  |  |  |
| 5. Ad Hoc Program Specialist and Undergraduate Assistants | 7.65% |  |  |  |
| 6. Student Hourly | 2.5% |  |  |  |
| 7. Non UW Employee **(Do not calculate fringe on non-UW employees)** | 0% |  |  |  |
| **Salary Subtotal** | |  |  |  |
| **CAPITAL EQUIPMENT** (For items over $1000, list each item separately)  **Subtotal** | | | |  |
| **SUBCONTRACT COSTS (**Identify subcontractor if known. Must attach quotes, which are not included in maximum 2 page budget limit.**)**   1. Technology/process/prototype development costs 2. Material costs 3. Drafting/designing costs 4. Testing costs 5. Delivery charges 6. Others (explain)   **Subtotal** | | | |  |
| **TRAVEL**  1. Mileage \_\_\_\_\_\_\_  2. Meals \_\_\_\_\_\_\_  3. Lodging \_\_\_\_\_\_\_  4. Other (explain)  **Subtotal** | | | |  |
| **SUPPLIES & EXPENSES** (List items)  **Subtotal** | | | |  |
| **TOTAL GRANT REQUEST** | | | |  |

**Wisconsin Small Company Advancement Program (WiSCAP)**

**Partner Company**

**BUDGET FORM**

|  |  |  |  |
| --- | --- | --- | --- |
| **PROJECT TITLE:** |  | |  |
| **PARTNER COMPANY SERVICES/FUNDS:** | Hours Pledged | $ Per Hour | Funding Value |
| Funds |  |  |  |
| Consultation Services (List expertise) |  |  |  |
| Technical Expert Services |  |  |  |
| Prototype Testing Services |  |  |  |
| Marketing Services |  |  |  |
| Computer Services |  |  |  |
| Use Of Facilities (Indicate type of use and value per sq.ft.) |  |  |  |
| Use of Instrumentation (List and specify value/hour) |  |  |  |
| Value of Software provided to project |  |  |  |
| Value of Hardware provided to project |  |  |  |
| Value of Underlying Technology Development Cost provided to project |  |  |  |
| Value of Underlying Market Development Cost provided to project |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
| Other |  |  |  |
| **Salary Subtotal** |  |  |  |
| **TRAVEL** (for more information - <http://www.uwsa.edu/fadmin/travel.htm>)  1. Mileage \_\_\_\_\_\_\_  2. Meals \_\_\_\_\_\_\_  3. Lodging \_\_\_\_\_\_\_  4. Other (explain)  **Subtotal** | | |  |
| **SUPPLIES & EXPENSES** (List items)  **Subtotal** | | |  |
| **TOTAL PARTNER COMPANY FUNDS** | | |  |

**Appendix A**

**IP, Licensing, and Repayment Options** **for WiSCAP Projects**

WiSCAP agreements and licenses for IP that result from WiSCAP projects will be negotiated on a project-by-project basis. WiSys and the Company may negotiate suitable terms for a specific project; however, the following guidelines provide a framework and starting point for the negotiations.

Generally, the results of WiSCAP projects are expected to fall into one of two categories:

1) No new Intellectual Property (“IP”) is generated, or

2) New IP is generated.

Even when no IP is generated, the WiSCAP project may benefit the Company. Guidelines are provided for parties to negotiate appropriate agreements under such conditions. When new IP is generated, it may be owned by 1) the Company, 2) by WiSys, or 3) jointly owned by both the Company and WiSys depending on inventorship. Inventorship for any IP will be determined according to US patent laws. IP includes, but is not limited to, patents, copyrights, trade or service marks or trade secrets.

The following tables summarize the various scenarios and options for the parties to negotiate appropriate agreements.

**Table 1: WiSCAP Project Did Not Generate IP**

|  |  |
| --- | --- |
| **IP Outcome** | **Company Obligation** |
| No IP generated and no market benefit for Company generated from WiSCAP project. | No reimbursement obligation by the Company |
| No IP generated, but marketing benefit for company.  Examples of market benefits may include research papers that can be referenced for marketing, data obtained for inclusion in extramural funding, efficacy of product verified, comparison with competing products or technologies, etc. | Negotiate repayment of direct R&D costs (in installments). |

**Apendix A (Continued)**

**Table 2: WiSCAP Project Generated IP**

|  |  |  |
| --- | --- | --- |
| **IP Ownership** | **Licensing Options** | **Company Obligations** |
| Inventorship by company only.  (Sole ownership rights to the company.) | Company grants paid up research license (non-commercial) to UW for research purposes. | Negotiate reimbursement of direct WiSCAP-paid R&D costs in installments  No other royalty obligation by the company |
| Inventorship by UW only. (IP is assigned to and owned by WiSYS.) | Option 1: Non-exclusive license to Company  WiSys free to license the technology (non-exclusive) to third parties. | Royalty bearing license agreement with the Company, containing terms and conditions typically found in license agreements between industry and universities. |
|  | Option 2: Exclusive license to Company | Royalty bearing license agreement with the company, containing terms and conditions typically found in license agreements between industry and universities. |
| Inventorship by Company and UW. (Joint IP owned by WiSys and Company.) | Option 1: Company has non-exclusive rights to the IP by virtue of its joint ownership  If Company has no interest in exclusive license, WiSys is free to license the technology to third parties (non-exclusive license). | Negotiated installment reimbursement or royalty sharing agreement to cover direct WiSCAP-paid R&D costs only. |
|  | Option 2: Exclusive license to Company | Royalty bearing license agreement with the company, containing terms and conditions typically found in license agreements between industry and universities. |