

Pre-proposal Questions for 2010 LSDF Commercialization Grant Competition

Following are the key questions that principal investigators must address in their pre-proposal submissions for the 2010 commercialization grant competition.

- A. **Product Description:** assuming that your work eventually leads to a new commercial product or service, what would that product or service be? How would the product or service improve health and health care in Washington State?
- B. **Target Market:** who would buy your product or service and why? Estimate the size of the market targeted by the product or service.
- C. **Competing Technology:** describe other products or services that currently address the target market and how the proposed technology is better.
- D. **Study Design:** describe the specific aims and the design and methods of the proposed work, including the anticipated outcomes. After this work is completed, what will be the next step in the commercialization pathway?
- E. **Intellectual Property:** describe the intellectual property protection plan for the proposed technology, including any steps that have already been taken.
- F. **Commercialization Partners:** describe the role of any “commercialization partners” (e.g., licensees or other companies, investors) associated with the technology and the proposed work.