



**OFFICE OF INTELLECTUAL PROPERTY MANAGEMENT**  
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## **Technology Business Assessment Group Request for Proposals – Fall 2009**

The Technology Business Assessment Group (TBAG) invites the submission of proposals for research projects in need of feasibility demonstration and/or prototype development for commercialization purposes.

Funding is for a one year period. Funding is provided by the Office of Intellectual Property Management and is derived from royalty income.

### **What is TBAG?**

Created in the fall of 2005, TBAG is composed of private sector partners experienced in new product identification and new technology evaluation. TBAG includes representatives from: i2E, early-stage capital investors, the banking community, the Meridian Technology Center for Business Development, the OSU Center for Innovation and Economic Development, the OSU Spears School of Business, the OSU Office of Intellectual Property Management, and the OSU VP for Research and Technology Transfer.

Functions of TBAG include:

- Identifying and assessing potential commercial products from research
- Directing “gap” funding to basic research projects with commercial potential
- Advising and directing early-stage capital funding to newly formed companies
- Facilitating the formation (commercialization) of new companies, and/or the licensing of new technology to existing companies

### **Proposal Guidelines**

Samples of projects that would be of interest include:

- Projects to strengthen copyright/patent status
- New faculty start-up companies
- Projects that have yet to yield intellectual property and require feasibility tests to do so
- Projects with Oklahoma companies that have expressed interest in and are willing to co-support and/or commercialize the research

## **Proposal Guidelines (cont'd)**

Proposals should be short – no more than two pages – and should contain:

1. A title
2. Name of the principal investigator with contact information
3. Description of the technology to be commercialized
4. Plan for commercialization, covering patent/copyright status; actual or potential interest by companies; entrepreneurial interests of PIs; short and long-term impact for Oklahoma
5. Project timeline
6. Documented support from private sector, if any
7. Proposed budget (indirect costs are waived)

**Note: The evaluation process will give more emphasis to the commercialization plan than the scientific merits of the project. Proposals will be evaluated on a case by case basis. Specific points addressed by reviewers are: strength of IP protection, commercialization potential, length of time to commercialization, market size, benefit to OSU, and jobs in Oklahoma.**

PI's will be expected to give a verbal presentation of their proposal and, if selected, to provide mid-project and final status reports.

**It is important that you contact your college's research office, prior to submission, regarding procedures for TBAG proposals.**

## **Awards**

Selected projects are expected to receive \$20,000 to \$30,000 each. Monies will most likely be available by November 2009.

The TBAG Seed Funding Program complements the Entrepreneur's Business Assistance, Support, Incubation, and Collaboration program (E-BASIC). We encourage you to apply for either or both of these awards which are eligible to be used for OARS matching. For more information regarding E-BASIC contact Ranji Vaidyanathan at the New Product Development Center (405-744-5134) or Glenn Freedman at OSU Center for Innovation and Economic Development (405-744-2325).

## **Submission Instructions**

Submit proposals by **September 25, 2009** via email to [anise.langley@okstate.edu](mailto:anise.langley@okstate.edu) or mail to Steve Price, Director of TBAG, 201 Cordell North, Stillwater, OK 74078. Contact the Office of Intellectual Property Management at 405-744-6930 with any questions.