INNOVATION GAP FUND

INFORMATION PACKET

SPRING 2020
This packet contains all the information necessary for applying to the Innovation Gap Fund. Our process is unique in that we require you to submit a number of deliverables throughout the application process. We also provide mentorship and opportunities to receive feedback from a number of experienced entrepreneurs and investors. These advisors can assist you with the deliverables.

Completing all of the required deliverables and submitting them through our database is mandatory. Only those teams who submit the appropriately completed deliverables on time and have followed all of the directions will be able to proceed to the Final Reviews.

Our process is administered through the “CoMotion Advisory Solutions” Chronus database, an online system. Thus, we require teams to complete or update a profile in the database. Advisor connections and all deliverables must go through the database. We will not accept deliverables via email. If, at any time, you experience difficulty with the database, please contact the Innovation Investments team as soon as possible (cmifund@uw.edu). To avoid issues, we suggest submitting your deliverables in advance of a deadline.

Detailed instructions for all steps in the process are included in this information packet. Please keep it handy, as you will need to refer to it throughout the application process. An electronic copy (PDF) can also be found in the “Reference Library” section within the Connection Plan. Good luck!
## SPRING 2020 KEY DATES

Please hold these dates on your calendar

**IMPORTANT LOCATION CHANGE!** Unless otherwise specified, all CoMotion Innovation Gap Fund activities will be held at CoMotion’s Fluke Hall Idea Lab:

4000 Mason Rd., 3rd Floor
Seattle, WA  98195

**DECLARATION:** Unless otherwise indicated, all steps are mandatory and the deliverables will be used when evaluating whether or not a project should receive funding.

<table>
<thead>
<tr>
<th>Declaration of Intent: Database Profile Due</th>
<th>Friday, February 7th (5pm)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Chronus:</strong> The CoMotion Innovation Gap Fund Declaration of Intent (DOI) should be submitted via the CoMotion Online Advisory Solutions Database. If you already have a profile in the database, you will need to login and edit your profile and select “CoMotion Advisory Solutions Program: What specific program are you applying for?: Innovation Gap Fund, SPRING 2020.” If you do not have a profile in the database, you will need to create one: <a href="https://uwcomotion.chronus.com/">https://uwcomotion.chronus.com/</a> Make sure to select “CoMotion Advisory Solutions Program: What specific program are you applying for?: CoMotion Innovation Gap Fund, SPRING 2020.”</td>
<td></td>
</tr>
</tbody>
</table>

**PLEASE DO NOT USE YOUR UW NETID PASSWORD WHEN CREATING YOUR PROFILE.** The email address associated with the profile will be the main point of contact during the Innovation Gap Fund process. This should belong to the PI or Team Lead. Some teams find it useful to set up an external email account (gmail, yahoo, etc....) which all team members have access to. A team will have only one profile (account) in the database regardless of whether the PI sets up an external email or uses a UW email address. The login password can be shared so team members can have access to the database. If your Team PI (Team Lead) is NOT eligible as a UW fiscal PI, please contact cmifund@uw.edu for instructions for completing your profile.

Your profile in the database will be used to facilitate matching a business advisor with your team. Your advisor will assist you in developing a business case for your technology. **Please answer all of the questions as best as you can.**

<table>
<thead>
<tr>
<th>Round Robin Feedback Sessions - OPTIONAL</th>
<th>Tuesday, February 11th (8:30am-11:30am)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Your team’s PI is <strong>strongly encouraged</strong> to attend a Round Robin Feedback Session. Email <a href="mailto:cmifund@uw.edu">cmifund@uw.edu</a> to confirm when you will be able to attend. This will help us to ensure there are enough mentors available for all participants.</td>
<td>Thursday, March 5th (8:30am-11:30am)</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Lean Canvas Due</th>
<th>Friday, March 6th (5pm)</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>Customer Discovery Worksheet Due</th>
<th>Friday, March 27th (5pm)</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>Pitch Practice Sessions:</th>
<th>Wednesday, April 1st (8am-12pm)</th>
</tr>
</thead>
<tbody>
<tr>
<td>The team PI <strong>must</strong> attend a Pitch Practice Session. Email <a href="mailto:cmifund@uw.edu">cmifund@uw.edu</a> to select a 30 minute appointment time.</td>
<td>Tuesday, April 7th (8am-12pm)</td>
</tr>
<tr>
<td></td>
<td>Wednesday, April 15th (8am-12pm)</td>
</tr>
<tr>
<td></td>
<td>Friday, April 24th (1pm-5pm)</td>
</tr>
<tr>
<td>Event Description</td>
<td>Date/Time</td>
</tr>
<tr>
<td>----------------------------------------------------------------------------------</td>
<td>-----------------------------------------------</td>
</tr>
<tr>
<td>Customer Survey Summary and *Revised Lean Canvas Due</td>
<td>Friday, April 24th (5pm)</td>
</tr>
<tr>
<td>*mark revisions to original Lean Canvas either with a new color or a changed font</td>
<td></td>
</tr>
<tr>
<td>Full Proposal Due</td>
<td>Friday, May 1st (5pm)</td>
</tr>
<tr>
<td>*Note: Dean, Chair, etc. signatures are required on the application form, please plan accordingly!</td>
<td></td>
</tr>
<tr>
<td>Final Reviews: Life Sciences:</td>
<td>Tuesday, May 12th (12-5pm)</td>
</tr>
<tr>
<td>Final Reviews: Engineering:</td>
<td>Wednesday, May 13th (12-5pm)</td>
</tr>
<tr>
<td>Final Reviews: Overflow</td>
<td>Thursday, May 14th (12-5pm)</td>
</tr>
<tr>
<td>Murdock Trust Application Deadline (for selected team)</td>
<td>Friday, May 31</td>
</tr>
<tr>
<td>Award Announcements:</td>
<td>TBA</td>
</tr>
<tr>
<td>Kickoff Meetings Scheduled:</td>
<td>TBA</td>
</tr>
<tr>
<td>Projects Begin:</td>
<td>July 2019</td>
</tr>
<tr>
<td>Murdock Trust Award Announcement</td>
<td>August 2019</td>
</tr>
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</table>
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OVERVIEW

The CoMotion Innovation Gap Fund is a partnership between CoMotion and the Washington Research Foundation to provide close to $1 million per year to fund and support projects that have a high chance to have impact but are unlikely to get there without additional funding. The Innovation Gap Fund program is intended to help technologies get across the “valley of death” between the conclusion of academic research grants and the level of development at which they can attract seed stage investment.

Successful projects have used funds to:

- create prototypes
- complete software coding or user interface development
- initiate Beta testing
- research customer demand
- research and validate markets

Get Funded and Get Full-scale Support from a Team of Experts

We award grants of up to $40,000 per project, with an additional $10,000 reserved for business development milestones. In addition, we will help assemble a support team of business, IP, technical, and startup experts.

Disbursement and Use of Funds

Funds are awarded to researchers for direct project costs for up to 12 months. Applications are accepted each year in the Spring and Fall. Following approval, funds are awarded on a milestone-based schedule worked out with your Innovation Manager, if applicable, and the Innovation Investments team. We strongly encourage you to use funds for product development and marketing purposes. No basic research will be funded. UW Principal Investigator salaries are not eligible for funding. If you have any questions, please discuss your proposed budget in advance with the Innovation Investments team and your Innovation Manager, if applicable, to identify other non-fundable expenses.

Eligibility

- A proposal must be submitted by an eligible UW Principal Investigator (PI)
- If the Team Lead is not the same as the UW PI, please contact cmifund@uw.edu for instructions.

Evaluation Criteria

A final review committee of CoMotion and WRF staff, senior executives, and local investors will rank projects by market drivers and the likelihood that Innovation Gap Fund funding will influence the probability of success.
IMPORTANT INFORMATION REGARDING FOLLOW-ON FUNDING

If you previously received an Innovation Fund award from CoMotion, you may submit an application for follow-on funding within up to 3 funding cycles of your award start date. Please contact the Innovation Investments team ([cmifund@uw.edu](mailto:cmifund@uw.edu)) prior to submitting a Declaration of Intent, as you may be eligible to bypass several steps of the standard application process.

OPPORTUNITY FOR MATCHING FUNDS

For the SPRING 2020 round of the CoMotion Innovation Gap Fund, teams may apply for the Murdock Trust Commercialization Initiation grant:

[http://murdocktrust.org/grant-opportunities/research-universities/](http://murdocktrust.org/grant-opportunities/research-universities/)

To apply for the Murdock Trust Commercialization Initiation grant, please contact the Innovation Investments team ([cmifund@uw.edu](mailto:cmifund@uw.edu)) to discuss this opportunity.

NEW TRACKS AVAILABLE FOR INNOVATION GAP FUND AWARD APPLICANTS

POPULATION HEALTH: The Population Health Initiative @ UW ([https://www.washington.edu/populationhealth/](https://www.washington.edu/populationhealth/)) will fund an award for this funding cycle. Population Health projects not awarded through our standard process will be considered for the CoMotion – Population Health Innovation Gap Fund. One award may be made in this track.

FINTECH: In October 2018 CoMotion partnered with BECU, Washington’s largest community credit union, to create a fintech hub in the Seattle region. The technology strengths and resources of greater Seattle and the UW ecosystem make a powerful combination that is poised to build the next generation of financial services innovations. In addition, the roll out of public ledger (blockchain), cryptocurrencies, and smart contract-enabling platforms by cloud and enterprise software providers is timely for engaging the best minds to focus on financial services innovation. The Fintech award will go to a team with a technology idea for the fintech sector that may have commercialization potential — whether through a license, startup company, or other. 2-4 awards may be made in this track.

MOBILITY (i.e. transportation)— In early 2017 CoMotion partnered with Challenge Seattle, an alliance of CEOs from 18 of the region’s largest employers, to establish a multi-disciplinary Mobility Innovation Center (MIC). This center engages subject matter experts and executive decision-makers from business, government, and academic sectors to inspire creativity, harness technology, and pilot innovative solutions for the future of transportation in our community. The Mobility award will go to a team with a technology idea for the transportation sector that may have commercialization potential — whether through a license, startup company, or other. 1 award may be made in this track.
APPLICATION PROCESS
PART 1

Apply for Innovation Gap Fund at a future cycle

OPTIONAL: Talk with your Innovation Manager about enrolling in an upcoming Innovation Workshop: From Idea to Plan.

OPTIONAL: Attend Fundamentals for Startups Fridays events at the CoMotion Incubator

Attend Round Robin Feedback Sessions

(Continued on next page)

Disclose your technology to CoMotion

Meet with your Innovation Manager to discuss applying.

Ready to apply?

Yes

Submit a completed profile in the database: (uwcomotion.chronus.com), Select “Innovation Gap Fund, SPRING 2020” as the program you are applying for. Add new

Advisors and teams will be matched through the online database

Submit Lean Canvas via the database

Submit Customer Discovery Worksheet via the database

Attend Pitch Practice Session

Submit Customer Surveys Summary and Revised Lean Canvas

Submit Full Proposal via the database

Hold dates for Round Robin Feedback Sessions, Pitch Practice Sessions, and Final Reviews on all team members’ calendars, and let Innovation Investments team know ASAP if you anticipate any scheduling conflicts

OPTIONAL: Life Sciences Technologies are strongly encouraged to contact cmifund@uw.edu to set up a DDAC meeting prior to submitting full proposal.

No

APPLICATION PROCESS
PART 1

Optional Task

Recommended Task

Required Task

Initial/Final Steps

KEY
APPLICATION PROCESS
PART 2

Pitch to Final Review Committee

Project funded?

Yes

Schedule kickoff meeting with CoMotion Innovation Investments team. Funds will not be released until milestones are approved.

Funding tranche released

On schedule for milestone completion?

Yes

Request new deadline for completion of current milestone, as well as any extensions for subsequent milestones as needed.

No

Submit progress report to cmifund@uw.edu once milestone completed. Progress report must be approved by your Innovation Manager, if applicable, and the CoMotion Innovation Investments team in order to release additional funds.

No

Final milestone, including Business Development, completed?

Yes

Submit final progress report AND a revised copy of your Lean Canvas to your Innovation Manager, if applicable, and the CoMotion Innovation Investments team (cmifund@uw.edu).

No
APPLICATION MATERIALS

Some of the processes and forms have changed. Please review the application process before submitting any documents.

Forms included in this packet are for example only. Forms can be downloaded via the CoMotion Online Advisory Solutions Database within your Connection Plan:

https://uwcomotion.chronus.com/

Lean Canvas – Due Friday, March 6th at 5pm via the online database

Customer Discovery Worksheet – Due Friday, March 27th at 5pm via the online database

Pitch Template (See Resources) – For Pitch Practice Sessions (April 1, 7, 15, and 24) and Final Reviews (May 12th and 13th with a potential third day for overflow presentations on May 14th).

Customer Survey Summary – Due Friday, April 24th at 5pm via the online database

Full Proposal: Application Form, Executive Summary, Required Supplemental Materials, Revised Lean Canvas, and Revised Readiness Assessment – Due Friday, May 1st at 5pm via the online database
DECLARATION OF INTENT (DATABASE PROFILE)

SPRING 2020 Declarations of Intent are accepted on a rolling basis until Friday, February 7th at 5pm.

The required DOI is a completed profile in the CoMotion Advisory Solutions database (https://uwcomotion.chronus.com/) and select “CoMotion Advisory Solutions Program: What specific program are you applying for?: Innovation Gap Fund, SPRING 2020.”

If you already have a profile in the database, you will need to login and edit your profile and select “CoMotion Advisory Solutions Program: What specific program are you applying for?: Innovation Gap Fund, SPRING 2020.”

If you do not have a profile in the database, you will need to create one:
https://uwcomotion.chronus.com/

PLEASE DO NOT USE YOUR UW NETID PASSWORD WHEN CREATING YOUR PROFILE. The email address associated with the profile will be the main point of contact during the Innovation Gap Fund process. This should belong to the PI or Team Lead. Some teams find it useful to set up an external email account (gmail, yahoo, etc....) which all team members have access to. A team will have only one profile (account) in the database regardless of whether the PI sets up an external email or uses a UW email address. The login password can be shared so team members can have access to the database.

To create your profile in the database, select “Join” in the upper right corner, then select “Team.” When completing your profile, be sure you select “CoMotion Advisory Solutions Program: What specific program are you applying for?: Innovation Gap Fund, SPRING 2020.” The Innovation Investments team will approve your profile before you can access the database. If you feel that your project meets the qualifications for a particular funding track (Population Health, FinTech, Mobility Innovation), please contact us at cmifund@uw.edu.

Please complete your profile to the best of your ability. If you have any trouble accessing the database, or questions about this process, please contact cmifund@uw.edu.
ROUND ROBIN FEEDBACK SESSIONS (OPTIONAL)

The CoMotion Innovation Investments team will host 2 Round Robin Feedback Sessions following the submission of your Declaration of Intent. Your Team Lead and/or PI is strongly encouraged to attend one of these sessions.

These sessions will be an excellent opportunity for you and your team to meet a variety of mentors and to learn about how the Lean Canvas can prepare you for success. Even if you are already working with a business advisor, these sessions and the mentors can provide different perspectives as you fine-tune your business case.

Mentors will come from a variety of backgrounds and sector areas. They all have experience with entrepreneurship and startup companies. If you choose to participate, we expect you will get valuable feedback to assist you as you think about commercializing your technology.

The Round Robin Feedback Sessions are offered two different times to facilitate your attendance. Multiple mentors will be present to work with you as you think about your Lean Canvas. You will have 20 minutes per mentor. Please email cmifund@uw.edu to confirm when you will be able to attend. This will help us ensure that there will be enough mentors available for all participants.

<table>
<thead>
<tr>
<th>DATE</th>
<th>TIME</th>
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</thead>
<tbody>
<tr>
<td>Tuesday, February 11th</td>
<td>8:30am-11:30am</td>
</tr>
<tr>
<td>Thursday, March 5th</td>
<td>8:30am-11:30am</td>
</tr>
</tbody>
</table>

LOCATION:
CoMotion Fluke Hall Idea Lab
4000 Mason Rd., 3rd Floor
Seattle, WA 98195
LEAN CANVAS

Due Friday, March 6th (5pm).

Submit by uploading to the online database (see instructions for attaching a file in the database below).

For help filling out the Lean Canvas, please see the 2014 New Ventures Start-up Seminar Series YouTube channel:
https://www.youtube.com/playlist?list=PLgY5Ho7zWk2MYi9Df2-QUhD6nTi7UnN2z
“Business Model Canvas” with Zachary Rozga

Additional information on how to create your lean canvas can be found here:
https://leanstack.com/LeanCanvas.pdf

Problem:
http://www.entrepreneur.com/article/25756
https://hbr.org/2008/01/the-five-competitive-forces-that-shape-strategy/ar/1

Customer Segments:
http://web.stanford.edu/class/msande273/video/Build_Connections.mp4
http://web.stanford.edu/class/msande273/video/Build_Connections.mp4 8:21
http://www.entrepreneur.com/article/225656 (article)
http://www.forbes.com/sites/rebeccabagley/2013/10/02/how-to-identify-your-market-size-up-competitors/2/

A sample, completed form is included on page 12.

Complete: Problem, Solution, Unique Value Proposition, Unfair Advantage, and Customer Segments

Optional: Key Metrics, Channels, Cost Structure, Revenue Streams

For additional help with your Lean Canvas, please see the links provided in the ‘Resources’ section.
# INNOVATION FUND LEAN CANVAS

(Updated 1/30/18)

<table>
<thead>
<tr>
<th>Problem</th>
<th>Solution</th>
<th>Unique Value Proposition</th>
<th>Unfair Advantage</th>
<th>Customer Segments</th>
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<table>
<thead>
<tr>
<th>Key Metrics</th>
<th>Channels</th>
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<table>
<thead>
<tr>
<th>Cost Structure</th>
<th>Revenue Streams</th>
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</tbody>
</table>

Lean Canvas is adapted from The Business Model Canvas ([http://www.businessmodelgeneration.com](http://www.businessmodelgeneration.com)) and is licensed under the Creative Common Attribution-Share Alike 3.0 Unported License.
# Lean Canvas Guidelines for Completion:

<table>
<thead>
<tr>
<th>Problem</th>
<th>Solution</th>
<th>Unique Value Proposition</th>
<th>Unfair Advantage</th>
<th>Customer Segments</th>
</tr>
</thead>
<tbody>
<tr>
<td>Top 3 problems</td>
<td>Top 3 features</td>
<td>Single, clear, compelling message that states why you are different and worth buying</td>
<td>Can’t be easily copied or bought</td>
<td>Target customers</td>
</tr>
<tr>
<td>Key Metrics</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Key activities you measure</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Cost Structure</th>
<th>Revenue Streams</th>
</tr>
</thead>
<tbody>
<tr>
<td>Customer Acquisition Costs</td>
<td>Revenue Model</td>
</tr>
<tr>
<td>Distribution Costs</td>
<td>Life Time Value</td>
</tr>
<tr>
<td>Hosting</td>
<td>Revenue</td>
</tr>
<tr>
<td>People, etc.</td>
<td>Gross Margin</td>
</tr>
<tr>
<td><strong>Problem</strong></td>
<td><strong>Solution</strong></td>
</tr>
<tr>
<td>-------------</td>
<td>-------------</td>
</tr>
<tr>
<td>Business Models need to be more portable</td>
<td>Lean Canvas</td>
</tr>
<tr>
<td>Measuring progress is hard work</td>
<td>Progress Dashboard</td>
</tr>
<tr>
<td>Communicating learning is critical</td>
<td>Sharing Learning</td>
</tr>
<tr>
<td>Existing alternatives: Intuition, business plan, spreadsheets</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>Key Metrics</strong></th>
<th><strong>Channels</strong></th>
<th><strong>Cost Structure</strong></th>
<th><strong>Revenue Streams</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>Create Lean Canvas</td>
<td>Blog / book / workshops</td>
<td>Hosting Costs: heroku (currently $0)</td>
<td>30-day Free Trial @ $14/mo</td>
</tr>
<tr>
<td>Track Experiment</td>
<td>Startup Accelerators / Investors</td>
<td>People Costs: 40hrs * $65/hr = $10K/month</td>
<td>(1 private canvas / 3 collaborators)</td>
</tr>
<tr>
<td>Invite Collaborator</td>
<td></td>
<td>Break-even point: 743 customers</td>
<td></td>
</tr>
</tbody>
</table>
CUSTOMER DISCOVERY

Due Friday, March 27th (5pm).

Obtaining customer feedback is a vital part of validating the market need, identifying early adopters, and determining potential buyers. As part of the Innovation Gap Fund application, you are required to collect customer feedback.

The Customer Discovery Worksheet deliverable is comprised of 3 parts:

a. Ecosystem Map—See example in Figure below.

b. Customer List—Provide the customer’s name, company, job title, and category. Identify no fewer than 15 potential customers you plan to contact.

c. Customer Interview Guide—Identify the customer segment, the key hypothesis you will test, and the key questions you will ask.

Submit by uploading your Customer Discovery Worksheet into the online database.

1. Ecosystem Map for a CT Scanner
2. Customer List—Identify your customers.

> Differentiate “User” (those who use your product) vs. “Customer” (those who pay for your product)
  > If different, you need to understand what’s important to each

> Identify your target audience
  > Ideally target experienced users
  > Understand their role
  > Interview demographic mix
  > Know about the company you are talking with

> Identify who you would want to contact—minimum of 15 names

> Be resourceful
  > Use your personal network
  > Use LinkedIn
  > Use social media
  > Where does your target audience “gather” (electronically or real world)
  > Don’t worry about geography


REMEMBER: Your job is not to validate your product. Your job is to validate the problem and how to best solve it.

Your customer is a human being. Try to understand their needs, fears, frustrations, and motivations so you can craft an offering they will value.

- Who is involved with this solution/process? How long does it take?
- What is their state of mind when doing this task? How busy/hurried/stressed/bored/frustrated?
- What are they doing immediately before their current solution/process?
- How much time or money would they be willing to invest in a solution that made their lives easier?
- How is your customer currently dealing with this task/problem?
- What do they like about their current solution/process?
- Is there some other solution/process they’ve tried in the past that was better or worse?
- What do they wish they could do that currently isn’t possible or practical?
- If they could do [answer to the above question], how would that make their lives better?
- Develop open ended questions to engage the customer to provide insight.
<table>
<thead>
<tr>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>What</strong></td>
</tr>
<tr>
<td>• What problems have you experienced?</td>
</tr>
<tr>
<td>• What drives you crazy about your job (market problems)</td>
</tr>
<tr>
<td>• What neat products have you seen lately (technology assessment)</td>
</tr>
<tr>
<td>• What do you think of my company and product (distinct competitiveness)</td>
</tr>
<tr>
<td><strong>How</strong></td>
</tr>
<tr>
<td>• How do you use...?</td>
</tr>
<tr>
<td>• How do you prepare...?</td>
</tr>
<tr>
<td><strong>Why</strong></td>
</tr>
<tr>
<td>• Why is that?</td>
</tr>
<tr>
<td>• Why do you do that?</td>
</tr>
<tr>
<td>• Why do you...?</td>
</tr>
<tr>
<td><strong>Who</strong></td>
</tr>
<tr>
<td>• Who do you listen to for market trends (market research)</td>
</tr>
<tr>
<td>• Who are my competitors and what do you think of them? (competitive analysis)</td>
</tr>
<tr>
<td>• Who else is affected by this?</td>
</tr>
<tr>
<td><strong>Could</strong></td>
</tr>
<tr>
<td>• Could you give me an example?</td>
</tr>
<tr>
<td>• Could you walk through...?</td>
</tr>
</tbody>
</table>

More examples:
• Tell me more about that.
• When does that happen?
• In what situation does this happen?
• Tell me about the last time you dealt with this.
• If you had a magic wand what would you do or change?

Avoid:
Closed ended questions that prompt yes/no response
  – “Do” you think this is a problem?
  – “Are” you going to...”
  – “Can” you do this...?

Leading questions
  – If this is done this way... will it satisfy your needs?
  – Don’t you think this is better than others?

Biased questions
  – We are thinking about this idea, what do you think?
CUSTOMER DISCOVERY WORKSHEET
(Updated 12/28/2018)

<table>
<thead>
<tr>
<th>PI name:</th>
<th></th>
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</thead>
<tbody>
<tr>
<td>Proposal Title:</td>
<td></td>
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<tr>
<td>Innovation Manager:</td>
<td></td>
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<tr>
<td>Advisor:</td>
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</tbody>
</table>

1. Ecosystem Map

Provide an ecosystem map for your technology below. You may hand-draw, scan, etc. Feel free to use an additional page if the space below is insufficient.
## 2. Customer List:

<table>
<thead>
<tr>
<th>Name</th>
<th>Company</th>
<th>Job Title</th>
<th>Category (Ex.: User, Influencer, Recommender, Decision Maker, Economic Buyer, Saboteur)</th>
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</thead>
<tbody>
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</table>
3. Customer Interview Guide

*Provide a separate interview guide for each customer segment you plan to contact.*

a. Customer Segment:

_____________________________________________________________

b. Key Hypotheses to Test:

1. 

2. 

3. 

c. Key Questions to Ask:

1. 

2. 

3. 

4. 

5. 
PITCH PRACTICE SESSIONS (REQUIRED)

The CoMotion Innovation Investments team will host 4 Pitch Practice Sessions. The audience will consist of various mentors and CoMotion Staff. Feedback from the audience will help you to prepare your presentations for the Final Reviews. **Your team PI is required to attend at least one of these sessions.**

Use the provided Pitch Template (see Resources) as a guide for preparing your presentation. Teams will have 10 minutes to pitch their projects, followed by 15 minutes of discussion and Q&A.

Please email cmifund@uw.edu to schedule a 30-minute timeslot for your team.

<table>
<thead>
<tr>
<th>DATE</th>
<th>TIME</th>
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<tbody>
<tr>
<td>Wednesday, April 1st</td>
<td>8am-12pm</td>
</tr>
<tr>
<td>Tuesday, April 7th</td>
<td>8am-12pm</td>
</tr>
<tr>
<td>Wednesday, April 15th</td>
<td>8am-12pm</td>
</tr>
<tr>
<td>Friday, April 24th</td>
<td>1pm-5pm</td>
</tr>
</tbody>
</table>

**LOCATION:**

CoMotion Fluke Hall Idea Lab  
4000 Mason Rd., 3rd Floor  
Seattle, WA 98195
CUSTOMER SURVEY SUMMARY AND REVISED LEAN CANVAS

Due Friday, April 24th, 5pm. Complete the Customer Survey Summary (see next page) with responses from the customers you contacted. Submit the Summary and a revised Lean Canvas via upload to the database. You must include feedback from at least five customers.

Customer Interview Tips:

- Don’t start out talking about your idea
- Your potential customer should do most of the talking
- The more real examples and stories you can hear about, the better
- Always ask “Why?”
- Understand how they’re currently solving their problems
- Take this opportunity to gain some market intel about how they interact with the market or buy products now
- Practice your interviews
- You can’t outsource it!
- This is not a focus group
- Founders do it best
- Design pass/fail tests to validate hypotheses
- Be assertive
- Outside the US, be aware of local cultural norms

Post interview:

- Create a format for notes and put them all together
- After a few interviews, read through the notes for patterns
- Listen carefully to the market, but don’t be discouraged by negative feedback
- It’s about trends, insights and building a network
- Send a note thanking them for their time.
- Remember, business is a 2-way street
  - If it makes sense in the context of the discussion, share something of interest with them (ex. “given our discussion, I saw this article you might find interesting”)
- Ask if you can follow up when you’ve refined concept
- Keep in touch
- Build a list of contacts, it will be your target marketing list in the future
CUSTOMER SURVEY SUMMARY - Due Friday, April 24th, 5pm

*FIVE (5) CUSTOMER INTERVIEWS ARE REQUIRED*
(Updated 1/30/2018)

<table>
<thead>
<tr>
<th>Name/Company/Title</th>
<th>Category (Ex.: User, Influencer, Recommender, Decision Maker, Economic Buyer, Saboteur)</th>
<th>Summary of Discussion with Interviewed Customer—Identify the key takeaways from your discussion?</th>
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</thead>
<tbody>
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<td>5</td>
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</table>
FULL PROPOSAL

APPLICATION FORM

*Note: ALL signatures (Dean, Chair, etc.) are required on the application form at the time of submission; please plan accordingly!

REVISED LEAN CANVAS

REVISED READINESS ASSESSMENT

EXECUTIVE SUMMARY

REQUIRED SUPPLEMENTAL MATERIALS
APPLICATION FORM

UW CoMotion Innovation Fund Application Form

Full Name ________________________________________  Rank ________________
EID ________________________________________  Box Number ________________________________________
Department ________________________________________  E-mail ________________________________________
Phone ________________________________________

Project Title  (Please limit to 120 characters)

Abstract for Proposed Research  (Please limit to space provided)

If the answer to any of the following is YES, use reverse side to explain. Where appropriate, include indications of approval. Submission to the appropriate approval committees is not necessary until after an award is made.

YES □ NO □
1. Has the work that is the subject of this proposal already been disclosed to UW CoMotion? If YES, please list the name of the Innovation Manager in UW CoMotion:_____________________________________

□ □
2. Is the work that is the subject of this proposal related to an existing license, industry agreement or relationship?

□ □
3. Will the project require additional space?

□ □
4. Will the proposed project be conducted off campus?

□ □
5. Does the proposed research involve: radionuclides__; x-ray__; pathogenic organisms__; human or animal blood__; cell, tissues, body fluids__; recombinant DNA__; chemical carcinogens-mutagens-teratogens__; diving__?

□ □
6. Does the proposal involve the use of human subjects?

□ □
7. Does the proposal involve the use of animals?

□ □
8. Is more than one department, school or college involved in the proposal?

□ □
9. Is an interdisciplinary facility or service center involved?

□ □
10. Are researchers or facilities at another university, government agency, or other institution involved?

□ □
11. Will restrictions on information or security classification be required?

□ □
12. Are any special resources required, e.g., expanded library services or materials, purchase of special services?

□ □
13. Does the proposal represent a continuation of work previously or currently supported by other funding?

□ □
14. Have you previously submitted a proposal to the Royalty Research Fund generally? If so, when?

□ □
15. Have you previously submitted a proposal to the CoMotion Innovation Fund specifically? If so, when?
## Budget Summary (Round to nearest dollar)

<table>
<thead>
<tr>
<th>Category</th>
<th>Amount</th>
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<td>Operating Fee/Tuition</td>
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<tr>
<td><strong>TOTAL BUDGET</strong></td>
<td></td>
</tr>
</tbody>
</table>

By signing, the PI agrees to abide by all CoMotion Innovation Fund policies and procedures and accepts responsibility for any budget deficits.

## Signatures

<table>
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<th>Role</th>
<th>Amount</th>
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<tr>
<td>Proposed by</td>
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<tr>
<td>Principal Investigator</td>
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<tr>
<td>Date</td>
<td></td>
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<tr>
<td>Chair/Director</td>
<td></td>
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<tr>
<td>Date</td>
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</tbody>
</table>

By signing, the PI and each co-PI will submit a separate CoMotion Innovation Fund Form.

<table>
<thead>
<tr>
<th>Role</th>
<th>Amount</th>
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<tr>
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<td>Chair/Director</td>
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<td>Date</td>
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</table>

By signing, the PI agrees to abide by all CoMotion Innovation Fund policies and procedures and accepts responsibility for any budget deficits.

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<th>Role</th>
<th>Amount</th>
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<tr>
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<tr>
<td>Dean of the College</td>
<td></td>
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<tr>
<td>Date</td>
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</tbody>
</table>

By signing, the Dean confirms that the applicant holds an eligible faculty rank, or has PI status.
READINESS ASSESSMENT FORM

(updated August 2018)

PI name:

Proposal Title:

Innovation Manager:

Advisor:

Technology Readiness Level (TRL 1-9):

- **TRL1**: Basic principles observed and reported.
- **TRL2**: Technology concept and/or application formulated.
- **TRL3**: Experiments/analysis on critical function and/or proof of concept.
- **TRL4**: System or subsystem component testing in laboratory environment.
- **TRL5**: System or subsystem component testing in relevant environment (model of real world environment).
- **TRL6**: Full prototype of system tested in relevant model of full operational environment (real world application).
- **TRL7**: Full prototype of system tested in operational environment (real world application).
- **TRL8**: Fully developed product, fully integrated into expected real world application, testing of system completed.
- **TRL9**: Fully tested product, fully integrated into real world application, successful market introduction.

Commercialization Readiness Level (CRL 1-9):

- **CRL1**: Knowledge of applications; use-cases & market constraints is limited and incidental; or has yet to be obtained at all.
- **CRL2**: A cursory familiarity with potential applications; markets; and existing competitive technologies/products exists. Market research is derived primarily from secondary sources. Product ideas based on the new technology may exist but are speculative and un-validated.
- **CRL3**: A more developed understanding of potential applications; technology use-cases; market requirements; and a familiarity with competitive technologies and products allow for initial consideration of the technology as a product.
- **CRL4**: A primary product hypothesis is identified and refined through additional technology-product-market analysis and discussions with potential customers and/or end users.
- **CRL5**: A deep understanding of the target application and market is achieved; and the product is defined.
- **CRL6**: Market/customer needs and how those translate to product needs are defined and documented (e.g. in market and product requirements documents).
- **CRL7**: Product design is complete.
- **CRL8**: Customer qualifications are complete, and initial products are manufactured and sold.
- **CRL9**: Widespread deployment is achieved.

Management Readiness: Inventor has previous experience with startups. **YES / NO**
Management Readiness: Inventor is recognized in field. **YES / NO**
Management Readiness: Inventor is willing to champion technology. **YES / NO**
Management Readiness: Experienced management team in place. **YES / NO**

Management roles required: __________________________________________________________

Management Readiness: Team has plan for follow-on funding, either dilutive or non-dilutive. **YES/NO**

Describe current funding strategy. ___________________________________________________________
EXECUTIVE SUMMARY

The deadline for submission of the Full Proposal for the SPRING 2020 round of the CoMotion Innovation Gap Fund is Friday, May 1st at 5:00pm. Please submit application documents via Chronus.

PLEASE LIMIT YOUR EXECUTIVE SUMMARY TO NO MORE THAN 3 PAGES, INCLUDING FIGURES AND TABLES.

A LIST OF REFERENCES WILL NOT COUNT TOWARDS THE PAGE LIMIT.

Pages in excess of the limit will be removed and not circulated to reviewers.

Formatting requirements for the Executive Summary and References:

Font: Must be 11 points or larger. Type density must be no more than 15 characters per inch. Type may be no more than six lines per inch. Use at least half-inch margins (left, and right). Do not change top and bottom margins. Fonts for figure legends must be nine points or larger, and figures MUST be legible.
EXECUTIVE SUMMARY GUIDELINES

- **Overview:** Give a clear and concise overview of what your innovation is and why the reviewers should be interested in learning more.

- **Problem & Solution:** Describe the solution that your innovation will deliver and the value that it offers to the customer. Don’t go overboard in describing the technology at the expense of adequately addressing the business opportunity.

- **Market:**
  - Describe minimal viable product.
  - Describe the market you will target.
  - Summarize customer feedback.

- **Competition & Differentiation:**
  - Who/what are the competitors in this space?
  - What differentiates you from the rest of the companies competing against you for market share?
  - How is the market fragmented and who are the big players?

- **Intellectual Property:**
  - Describe the intellectual property landscape.

- **Regulatory & Reimbursement (if applicable):**
  - Include a plan with a clear path to clinical approval and payment.

- **Management Team:**
  - Briefly list team members.
  - Why are they the best possible team to achieve the next value-added milestone?
  - Identify key hires that could complete the team.

- **Technical Plan:** With each milestone, include an argument for how it will add value.
  - Milestone 1 and associated activities
  - Milestone 2 and associated activities
  - Milestone 3 and associated activities

- **Needs/benefits of Innovation Gap Funding, including a plan to attract follow-on funding**
EXECUTIVE SUMMARY

Overview:

Problem & Solution:

Market:

Competition & Differentiation:

Traction:

Intellectual Property:

Regulatory & Reimbursement (if applicable):

Management Team:

Technical Plan:

Needs/benefits of Innovation Gap Funding:
**LICENSE VS. SPIN OUT**

<table>
<thead>
<tr>
<th>Do you see this as a license to an existing company, a new UW spin out, or other? Why?</th>
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</thead>
</table>
## MILESTONES & TIMELINE

<table>
<thead>
<tr>
<th>MILESTONE</th>
<th>ESTIMATED COMPLETION DATE (MM/DD/YYYY)</th>
<th>INNOVATION FUNDS</th>
<th>BRIEF DESCRIPTION</th>
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<tbody>
<tr>
<td>BUSINESS DEVELOPMENT MILESTONE</td>
<td>Determined through discussions with CoMotion Innovation Investments team and Screening Committee</td>
<td>$10,000</td>
<td>Determined through discussions with CoMotion Innovation Investments team and Screening Committee</td>
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<td>MILESTONE #3</td>
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## BUDGET WORKSHEET

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PREVIOUS FUNDING

In chronological order, please list all previously funded grants that have contributed to this project. For grants that are either currently anticipated or in progress, please use the Anticipated Funding page.

<table>
<thead>
<tr>
<th>FUNDING SOURCE AND/OR MECHANISM</th>
<th>AWARD PERIOD</th>
<th>AWARD AMOUNT</th>
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</table>
Please list all grants that are either currently anticipated or in progress.

<table>
<thead>
<tr>
<th>FUNDING SOURCE AND/OR MECHANISM</th>
<th>ANTICIPATED AWARD PERIOD</th>
<th>AWARD AMOUNT</th>
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FINAL REVIEWS

Audience:
CoMotion and WRF staff, senior executives, and local investors.

Review Criteria:
Projects will be ranked against others (Life Sciences or Engineering/Technology) based on the teams’ understanding of market drivers, competition, and how Innovation Gap Funding will influence the impact of their innovations.
RESOURCES

PITCH TEMPLATE
ATTACHING A FILE IN THE DATABASE
HELPFUL LINKS
PROGRESS REPORT FORM
PITCH TEMPLATE

The following topics should be covered in your presentation although the order and time spent on each is at your discretion. Prepare for a 10-minute pitch with 15 minutes of discussion.

NO SLIDES will be allowed. You will be allowed a single-page (one-sided) handout to use to illustrate 2-3 key concepts from your presentation. Please distribute this to the audience at your presentation.

Introduction & Team (15-45 seconds)
- In a few sentences, explain your technology/innovation and introduce your team.

The Problem (30 seconds – 1 minute)
- Describe the qualitative and quantitative view of the problem. Using a story or scenario is helpful.
- Describe any disruption in market that might provide an opening for your technology

The Solution (1-2 minutes)
- Describe the product or service you envision.

Benefits (1-2 minutes)
- Describe the benefits of the solution and how it addresses the problem/opportunity you have presented.

Traction (60-90 seconds)
- Do you have a prototype? Completed solution? Describe where the technology is in its development.
- Patents filed
- Signed contracts with partners, if any. Customers if any.

Market Size (30 seconds)
- How large is the addressable market?
- How is the market segmented?

Go to Market plan (30 seconds)
- Who are the decision makers and influencers within your prospect customer?
- How will you reach them?

Competition (30-60 seconds)
- Describe direct and indirect competition
- Highlight your differential advantage

Need for and Use of Innovation Funding (30 seconds)
- What still needs to be done after this funding to get to license or to market?
- Discuss key milestones that funding will be used for
- How will spending the money advance commercialization?

Close
ATTACHING A FILE IN THE DATABASE

SUBMITTING YOUR DELIVERABLES VIA THE COMOTION ADVISORY SOLUTIONS DATABASE

1. PIs/Team Leads: Log into your account at [http://uwcomotion.chronus.com/](http://uwcomotion.chronus.com/)

2. Visit your Connection Plan by clicking on your name/Advisor name, or by choosing “Visit Connection” from the panel at the top of your dashboard:

   ![Connection Plan Image]

3. Be sure that your filter is set to “View Tasks: By Milestones, Assigned to all.”

   ![Filter Set Up Image]
4. Locate the task to which you will be attaching your deliverable. We’ll use “Lean Canvas” as an example:

- **Define Value Proposition**: Feb 23
- **Mentoring Checkpoint Survey - Mentee**: Feb 28
- **Mentoring Checkpoint Survey - Mentor**: Feb 28
- **Lean Canvas deliverable due**: Mar 01
- **Customer Discovery Worksheet deliverable due**: Mar 15

5. Click the title of the task. The description should now appear in the right sidebar. Select “Add Comment” at the bottom (you may need to scroll down if it doesn’t appear):
6. Click the paperclip to browse for your file. Attach the file, then add a brief comment in the text box. Be sure the number 1 appears next to the paperclip, to indicate that the file is attached:

7. If successful, the attachment will appear as a new comment:
8. Click the “Mark complete” checkbox in your connection plan, and you’re done!

During this stage, the mentor and mentee start working toward the overall objective of a successful Innovation Fund.

- Schedule a date and time for a Pitch Practice session in March - Set up a meeting
  Feb 25

- Mid-point checkpoint - Mentoring Checkpoint Survey - Mentee
  Feb 28

- Mid-point checkpoint - Mentoring Checkpoint Survey - Mentor
  Feb 28

- Lean Canvas deliverable due
  Mar 01

- Customer Discovery Worksheet deliverable due
  Mar 15
HELPFUL LINKS

Market Databases:

Access to these databases is through the University of Washington Library System:

- **IBISWorld** ([Links to an external site.]) - Industry market research for the U.S., China, and worldwide.
- **BCC** ([Links to an external site.]) - Specialized market research reports covering healthcare, science, and technology sectors.
- **Mintel Academic** ([Links to an external site.]) - Consumer demographics, lifestyle, and product trend analysis.
- **Business Source Complete** ([Links to an external site.]) - Magazines, newspapers and journals in all business disciplines.
- **CB Insights** ([Links to an external site.]) - Track venture capital and private equity activity by industry, geography, and company status.
- **Forrester** ([Links to an external site.]) - Research and analysis on technology related issues and their impact on businesses and consumers. Use limited to current UW students, faculty, and staff; registration required.
- **Gartner** ([Links to an external site.]) - Comprehensive collection of research and analysis on IT industries, including management, finance and policy issues.

Market Analysis:

- [http://www.entrepreneur.com/article/225656](http://www.entrepreneur.com/article/225656)

SWOT:


Unique Value Proposition:

- [http://www.helpscout.net/blog/value-proposition/](http://www.helpscout.net/blog/value-proposition/)
- [http://www.impactbnd.com/blog/10-value-propositions-you-wish-you-had](http://www.impactbnd.com/blog/10-value-propositions-you-wish-you-had)

Telling Your Story:

- [http://www.forbes.com/sites/chicceo/2013/02/05/how-to-create-an-elevator-pitch/](http://www.forbes.com/sites/chicceo/2013/02/05/how-to-create-an-elevator-pitch/)
PROGRESS REPORT FORM

Please fill out and submit the following form to cmifund@uw.edu upon completion of each milestone (as approved in your project kickoff meeting). Funding for future milestones is contingent upon 1) receipt of the completed form by the CoMotion Innovation Investments team and 2) approval from both the Innovation Investments team and your Innovation Manager.

If you have any questions, please contact cmifund@uw.edu or your Innovation Manager.

Principal Investigator:

Project Title:

Grant Number:

Milestone Number (if Business Development, please specify):

Milestone Title:

Milestone Description:

Milestone Progress Details (use additional pages if needed):