**2017/2018 ARG & AR-WiTAG– Structured Template**

**1. Executive Summary**

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| *State the technology or innovation, solution to problem, the product and/or benefit that will be created, and the aggregate impact that can be achieved upon successful development of the product and/or technology. Technology descriptions should be brief and concise and be comprehensible to the lay reader.**Maximum Word Size - 500* |
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**2. Current Research & Other Relevant Information**

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| *Please provide an annotated list of the top 3publications which are most relevant to the proposed research. These publications will be used to establish the competitive landscape of the technology field.* |
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**3. Research Plan**

*For this section identify and detail up to a maximum of five specific, measurable, and time-based objectives along with corresponding milestones and a description of the experiments to be undertaken. Total maximum word size – 2500 with 500 words per section.*

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| *Objective 1 description, corresponding milestones, and concise description of experiments and methodology to be carried out in order to achieve objective.**Maximum Word Size - 500* |
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| *Objective 2 description, corresponding milestones, and concise description of experiments and methodology to be carried out in order to achieve objective.**Maximum Word Size - 500* |
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| *Objective 3 description, corresponding milestones, and concise description of experiments and methodology to be carried out in order to achieve objective.**Maximum Word Size - 500* |
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| *Objective 4 description, corresponding milestones, and concise description of experiments and methodology to be carried out in order to achieve objective.**Maximum Word Size - 500* |
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| *Objective 5 description, corresponding milestones, and concise description of experiments and methodology to be carried out in order to achieve objective.**Maximum Word Size - 500* |
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**4. Market Opportunity & Commercialization**

*For this section, applicants should describe the potential market impact the proposed technology, innovation, or solution will have for the state of Wisconsin and further afield using the sections below. Total maximum word size – 400 with 150 words per section.*

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| *Describe the target markets/customers/end users of the proposed solution and/or benefit.**Maximum Word Size - 150* |
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| *Describe the potential impact to Wisconsin companies/industries should the proposed solution be successful as well as the potential broader national/global impact.**Maximum Word Size - 150* |
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| *What is the commercialization plan – how will the proposed solution reach the marketplace?**Maximum Word Size - 100* |
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**5. Competition**

*For this section, applicants should describe the current competitive landscape using the sections below. Applicants are asked to providing up to three competing companies/technologies/product as well as a statement of how the proposed solution can be differentiated from such. Total maximum word size – 150 with 50 words per section.*

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| *Competing Company/Technology/Product (1)**Maximum Word Size - 50* |
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| *Competing Company/Technology/Product (2)**Maximum Word Size - 50* |
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| *Competing Company/Technology/Product (3)**Maximum Word Size - 50* |
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**6. Intellectual Property (IP)**

*For this section, applicants should describe the potential for IP protection using the sections below. Total maximum word size – 300 with 100 words per section.*

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| *Has Intellectual Property (IP) protection been pursued? If so, please provide further details on Invention Disclosures that have been submitted and any subsequent IP filings made.* *If not, do you intend to pursue IP protection with your local technology transfer office?**Maximum Word Size - 100* |
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| *Have any agreements with any company or institution been signed related to this project? If yes, please list and describe.**Maximum Word Size - 100* |
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| *Have any IP rights been assigned to any company or institution? If yes, please describe.* *Maximum Word Size - 100* |
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**7. Project Team/Key Personnel**

*Please list up to a maximum of five personnel. Please list their full name, role, responsibilities, and relevant qualifications. Upload curriculum vitae/resume as appropriate.*

*A curriculum vitae (CV) is required for the Primary Investigator (PI). The PI should also include a Personal Statement at the start of their CV. Guidance for the required Personal Statement is provided in the RFP.*

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| Key Personnel | Role/Responsibility/Relevant Qualifications |
| 1. |  |
| 2. |  |
| 3. |  |
| 4. |  |
| 5. |  |

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| *If appropriate, describe the interdisciplinary or inter-institutional nature of the program, and any student training opportunities.**Maximum Word Size - 100* |
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| *Primary Investigator Personal Statement**Maximum Word Size - 200* |
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**8. Funding History**

*For this section, applicants should describe any relevant funding history using the sections below. Total maximum word size – 400 with 100 words per section.*

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| *Is the proposed project part of a current or past grant award? Are you or the other Key Personnel receiving other grant funds for the project (including internal grant funding received at a campus level)? If the answer to one or both of these questions is 'Yes', please provide titles of grants, funding level, funding period, and a summary of results.**Maximum Word Size - 100* |
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| *List ARGs/AR-WiTAGs received in previous three years.**Maximum Word Size - 100* |
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| *List and Invention Disclosures that have been submitted based on previous ARG/AR-WiTAG funding received.**Maximum Word Size - 100* |
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| *List publications, abstracts, or posters presented based on previously funded ARG/AR-WiTAG work.**Maximum Word Size - 100* |
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**9. Budget Explanation/Justification***.*

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| *The budget explanation should provide justification for the requested resources and match the requirements of meeting the milestones.* *Maximum Word Size - 500* |
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**10. Any other relevant information**

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| *Applicants should use this section to detail any further information they would like to share with the review panel that has not been included in the above sections.* *Maximum Word Size - 250* |
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