

## Tips for Applying...

- Proposals with preliminary data are stronger;
- Evidence of industry partnerships/interest a plus;
- Demonstrate that proposals approach is different than taken by others (e.g. use of innovative methodology);
- Potential for IP;
- Likelihood of economic impact to state should be high;
- Clarify IP situation and any industry involvement;
- Demonstrate how research will address a commercially attractive market;
- Better define key features of innovation and how it may one day reach marketplace;
- If early stage with a long development— map out long term potential and plans to realize it.