Lab-Corps Application Instructions
Applications Due: March 9, 2015

Questions?
Contact Robin Johnston, Innovation and Partnerships Office
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Review the details and requirements for Lab-Corps applications online at
http://ipo.lbl.gov/blic/ before starting the application.

1. Team Overview (1-page maximum)

- List each team member's
    - name
    - Berkeley Lab Division, if applicable (PI must be a Lab employee)
    - email address
    - phone number

  Please contact IPO right away if you are a PI or EL who needs assistance in
  identifying team members. We anticipate being able to help complete teams
  before the application due date, but if this isn't possible for some reason, you can
  still apply. However, by March 16, each team must have at least a PI and EL.

- List the selected technology with IPO reference number, e.g. IB-xxxx or 20xx-
  xxxx, for this project.

- Describe the rationale for forming this team, focusing on members' interest
  in intrapreneurship and / or entrepreneurship, past commercialization
  activities, and the relevance of their interest and experience to this effort. If
  applicable, include members' experience in collaborating on previous
  projects. (If your team does not yet have at least a PI and EL, enter N/A)

2. Team Member Biographical Sketches (1-page maximum per team member)

  Provide a biographical sketch for each team member highlighting technical
  expertise and experience, if any, in technology development and transfer. A
  resume or CV should not be substituted for the biographical sketch.

3. Project Description (3-page maximum)

- Summarize in 200 words or less the broader impacts of the proposed
  technology commercialization activity, i.e., the potential societal and
  commercial impact as well as the enhancement of scientific and technological

understanding. (IPO will access technology details from the Record of Invention submitted for the technology, so there is no need to include information about how the technology works or how it was developed.)

- Describe the technology's current state of development, e.g., proven principle, prototype (alpha, beta), etc.

- Describe the following for the proposed innovation:
    o Typical customers*
    o <u>Specific</u> customer needs** met
    o How customers currently meet those needs
    o How the innovation meets customer needs in a way significantly better than solutions currently available
    o An estimate of the price customers would pay for the product, once commercialized
    o How the project aligns with the mission of the PI's Lab Division or Berkeley Lab as a whole
    o The names of 2 – 7 Lab researchers who would benefit from a final commercialization plan in this research area

- Provide a comprehensive listing of relevant reference sources. (No need to include patent citations.)

    *Customers, whether business customers or private customers, are specific people (not entire companies or institutions) who would obtain value from the anticipated product, i.e., they would use the product, make the decision to purchase it, advocate for it, etc.

    ** Customer needs are specific to the invention or product, not high-level benefits such as reduced dependence on petroleum products or reduced carbon emissions.

4. Proposal Budget (half-page maximum)

- Propose a rough budget for the $75,000 award amount.
- Include $15K total for travel for all 3 team members to attend the off-site sessions. (Ideally the IM will cover his or her own travel expenses.)
- Consider the PI's salary to be fully burdened. The EL's salary must also be fully burdened if he/she is a Lab employee.
- Include additional funding for travel to conduct required in-person customer interviews.
- Include requirements for equipment, instrumentation, and facilities needed for the proposed project. (This will likely be a minor fraction of the total budget.)

- Estimate in-kind / volunteer time for all team members.

5. Current and Pending Support:

List all current and pending support, i.e., research to which the PI and EL have committed time or plan to commit time. If none, state "none."

6. Scheduling

Will the team be able to attend Session One Lab-Corps training (May/June 2015)?

Will the team be able to attend Session Two Lab-Corps training (October/November 2015)?

If the team can attend both, which session is preferable – May/June 2015 or October/November 2015?

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