Commercialisation Project Proposal

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| --- |
| Project ID: |
| Title: |
| Project Leader:  Position: |
| Institution/Organisation [**Lead Party**]: |
| Phone: Fax Email: |
| Administrative Contact: Position: |
| Institution/Organisation: |
| Address: |
| Phone: Fax: Email: |
| This project will utilise background intellectual property |

**Please list all other participants in the project**

|  |
| --- |
| Name:  - Authorised |
| Institution/Organisation: Position: |
| Phone: Fax: Email: |
| Name:  - Authorised |
| Institution/Organisation: Position: |
| Phone: Fax: Email: |
| Name:  - Authorised |
| Institution/Organisation: Position: |
| Phone: Fax: Email: |

**Commencement Date:**

**Completion Date:**

# Authorisation

We, the undersigned, agree that our organisations will participate in this project under the terms of the Research Deed, and warrant that we are authorised to make this declaration

|  |  |
| --- | --- |
| Signed on behalf of: | ………………………………………………………………………………………… |
| By:  [Name and position of  Authorised signatory] | ………………………………………………………………………………………… |
| Date: | ………………………………………………………………………………………… |
| Address for Notices |  |

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| --- | --- |
| Signed on behalf of: | ………………………………………………………………………………………… |
| By:  [Name and position of  Authorised signatory] | ………………………………………………………………………………………… |
| Date: | ………………………………………………………………………………………… |
| Address for Notices |  |

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| Signed on behalf of: | ………………………………………………………………………………………… |
| By:  [Name and position of  Authorised signatory] | ………………………………………………………………………………………… |
| Date: | ………………………………………………………………………………………… |
| Address for Notices |  |

|  |  |
| --- | --- |
| Approved on behalf of Pork CRC Ltd | ………………………………………………………………………………………… |
| By: | Dr Roger Campbell, CEO |
| Date: | ………………………………………………………………………………………… |
| Address for Notices | PO Box 466, Willaston, SA 5118 |

**Note that once signed and approved, this proposal will form a research contract under the terms of the Research Deed**

**Project Summary**

In 100 words or less, describe the proposal including expected outcomes and benefits to the Australian pork industry

**Methodology**

Summary of 100 words - What work do you intend to conduct?

**Budget Summary**

Total Cash Requested - $

Total In-kind Committed - $

Full Budget and Proposal Milestones to be submitted using the Excel spreadsheet available on the website

**Budget Justification**

How will the cash requested be spent –provide details?

Will the project use base funded facilities? If so, ensure availability has been confirmed with the base funded organisation and detail what facilities will be used and the associated costs:

**Briefly address the selection criteria**

Commercialisation applications are assessed on a competitive basis using the selection criteria set out below. Each of these criteria can be addressed by providing evidence against the indicators set out under each criterion. As a guide, your responses should be limited to about half a page per selection criteria. Your responses should be easy to understand and you should assume that the reviewers have little or no background knowledge of the technology to be commercialised.

## Technical Risk

**Evidence of Technical Veracity: What evidence do you have to confirm the functionality and/or technical viability of your product, process or service?**

**Other Technical risks: Detail any technical risks in bringing your product, process or service to market and how these would be mitigated?**

## Commercial Risk

**Novelty and need for product: Explain the customer problem you have solved, or will solve, and/or what market demand your product, process or service satisfies.**

**Intellectual Property**: **Explain the nature of all of the Intellectual Property (including background and third party IP) used to develop your product, process or service, who owns it, how you will obtain the rights to access it and whether any form of IP protection is available.**

**Ease of adoption: Explain how you will get your product, process or service to market, and the key challenges you may face.**

**Provide an assessment of the ease and cost of implementation by prospective customers.**

**Commercial Partner: Detail the skills, resources and relevant experience of any commercial partner that will be involved in bringing the product, process or service to market.**

**How committed is the commercial partner to the project?**

**Market readiness: How close to market is the product, process or service? Detail any further research, field trials, or regulatory requirements that need to be completed.**

## Market Opportunity (maximum half a page)

**Target Market:**

**Who are your intended customers?**

**Why will customers want to buy the product, process or service?**

**Where are they (region/country)?**

## Market Size (maximum half a page)

**Market Size: What is the estimated size and value of your target market (Annual sales in AUD)? Explain your core assumptions.**

**What market share do you expect to achieve? When?**

## Value Proposition (maximum half a page)

**Income and benefits: Explain how income will be shared and the benefits Pork CRC is expected to receive.**

**Additional costs: Provide an estimate of any additional costs that may be incurred by Pork CRC to bring the product, process or service to market**