FY2020 Solicitation:

*CRCF Application & Budget Overview*

Presented by Jennifer Hiltwine

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General CRCF materials:
• FAQs
• Sample budget
• Webinar recording
• Topic-specific videos

+ Program-specific materials
(see next slide)

Everything now available from:
www.cit.org/initiatives/crcf/fy2020/resources/
CRCF Materials & Resources (cont’d)

Program-specific materials:
- Program guidelines
- Proposal template
- Budget template
- Sample application
- SME evaluation forms

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Welcome, CRCF TEST!

In order to identify the projects that offer the most promise for the Commonwealth, CIT requires that each interested CRCF applicant complete a Letter of Intent (LOI) as the first step in the application process. After an LOI has been reviewed and an invitation to seek funding under the FY2020 round issued, the second step is submission of an application.

Program Guidelines identify eligibility criteria, required content and format for LOIs and applications, and evaluation criteria. Before you begin, review the Guidelines and download the LOI template from [www.cit.org/initiatives/crcf/fy2020/](http://www.cit.org/initiatives/crcf/fy2020/) and then by selecting the corresponding program. The LOI template must be completed and uploaded into the online LOI form before submitting.
## SAMPLE

Commonwealth Research Commercialization Fund (CRCF)

### COMMERCIALIZATION PROGRAM

<table>
<thead>
<tr>
<th>Field</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>PRINCIPAL INVESTIGATOR</strong></td>
<td></td>
</tr>
<tr>
<td>Salutation <em>(Select one)</em></td>
<td>Mr., Ms., or Dr.</td>
</tr>
<tr>
<td>First Name</td>
<td>Auto-populated <em>(not modifiable)</em></td>
</tr>
<tr>
<td>Last Name</td>
<td>Auto-populated <em>(not modifiable)</em></td>
</tr>
<tr>
<td>Job Title</td>
<td>Auto-populated <em>(not modifiable)</em></td>
</tr>
<tr>
<td>Organization</td>
<td>Enter your organization name if different from that of the applicant organization.</td>
</tr>
<tr>
<td>Department</td>
<td></td>
</tr>
<tr>
<td>Address*</td>
<td>Provide a physical address; no P.O. boxes.</td>
</tr>
<tr>
<td>City*</td>
<td></td>
</tr>
<tr>
<td>State</td>
<td>Virginia <em>(not modifiable)</em></td>
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<tr>
<td>Zip*</td>
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</tr>
<tr>
<td>County*</td>
<td></td>
</tr>
<tr>
<td>Telephone</td>
<td>Auto-populated <em>(not modifiable)</em></td>
</tr>
<tr>
<td>Email Address</td>
<td>Auto-populated <em>(not modifiable)</em></td>
</tr>
<tr>
<td><strong>AUTHORIZED REPRESENTATIVE</strong></td>
<td></td>
</tr>
<tr>
<td>Principal Investigator and Organization’s Authorized Representative*</td>
<td>Are the Authorized Representative and the Principal Investigator the same individual? If yes, this section is not required; if no, the remaining fields in this section are required, exclusive of Organization and</td>
</tr>
</tbody>
</table>
Program Guidelines

Commonwealth Research Commercialization Fund

FY2020 SOLICITATION
Commercialization Program Guidelines

The Commercialization Program assists for-profit technology companies in Virginia commercialize high-potential qualified technologies, products, or services that have a reasonable probability of enhancing the Commonwealth’s national and global competitiveness. Projects must be for proof-of-concept, prototype, or minimum viable product (MVP) development work with the intent to enable commercialization.

Application Submission
Applications must be completed and submitted online no later than 12:00 p.m. (noon) on Friday, February 7, 2020. The applicant will receive an email confirmation, upon successful submission. Applications may be modified until they are submitted.

Application Format
The Commercialization Program application is comprised of an online questionnaire and documents to be uploaded. A sample application is available.

Applicants must use the FY2020 Commercialization Program Proposal and Budget templates provided in the sections below and available on CIT’s website; a template is not provided for the Appendix.

Submission materials must:
- Be in final form
- Use 3½” margins
- Use 10-point Arial font (with the exception of captions, figures, and charts)
- Use the naming convention described in the following sections:
  - The “CRCREF#” is the CRCF reference number that will be auto-populated within each applicant’s online questionnaire
  - “Proposal”, “Budget”, “Appendix” at the end of the file name signifies the application section and should not be changed (please do not include applicant’s project title or other information)

File limits are 5MB per upload field. One document is permitted per upload field.

Applications must be submitted with the content outlined and in the format described per these Guidelines. Applications that do not comply with the Program Guidelines will not proceed past initial review.

Application Components
Proposal

<table>
<thead>
<tr>
<th>TEMPLATE</th>
<th>PAGE LIMIT</th>
<th>FILE TYPE</th>
<th>FILE NAME</th>
</tr>
</thead>
<tbody>
<tr>
<td>Proposal Template</td>
<td>8 pages</td>
<td>PDF (single document)</td>
<td>“CRCREF#_Proposal” (Example: CP20-999-C02_Proposal)</td>
</tr>
</tbody>
</table>

DEADLINES
- Letter of Intent (LOI) Deadline: Wednesday, November 6, 2019 (noon)
- Application Deadline: Friday, February 7, 2020 (noon)
- Award Announcements: Early June 2020
Technical Discussion
Enter content for Technical Discussion here.

Table for Applicant Description (see Guidelines for instructions on completion; do not modify):

<table>
<thead>
<tr>
<th>Year (FY or CY)</th>
<th>Revenue</th>
<th>Cash Flow Positive (Y/N)</th>
</tr>
</thead>
<tbody>
<tr>
<td>2019</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

- If not Cash Flow Positive, indicate timeframe (MM/YYYY) for achieving profitability:
- Total funding received from outside private investors (i.e. angel and/or venture capital investors):
- Total outside investment + sales revenue since January 1, 2015:
- If not confidential, name active third party equity holders:

- Program-specific templates in Word format
- Templates contain 2-3 sections
- Program guidelines provide required content
- Convert application to PDF format before uploading
Proposal Content

- Executive Summary*
- Work Plan*
- Graphic Timeline*
- Strategic Plan
- Evaluation Plan*
- Economic Impact*

*Topic-specific video available at CRCF Resources page
Each Proposal has two sections: Technical Discussion and Strategic Plan. A key component of the Technical Discussion is the work plan. Estimated page counts for sections are identified in parentheses below. Your content may be longer or shorter; the only cap is the page limit for the Proposal as a whole: 8 pages. All Proposal content must be included within the allowable page count; links and/or external materials will not be evaluated.

**Technical Discussion**

- **Executive Summary** (up to ½-page)
  
  Provide a one-paragraph, high-level summary of your project suitable for a general audience. This may be used to publicly describe your project.

- **Project Description** (1 ½ pages)
  
  Identify, provide, and/or discuss each of the following:
  
  - Unmet need and opportunity, including why current/available solutions are inadequate (brief discussion; content should be expanded upon in the Strategic Plan)
  - Overview of the technology, product, or service to be commercialized, including the stage of development at the beginning of the CRCF project
  - Overview of the project, including its goals and high-level technical objectives, including the maturity of the technology at the end of the CRCF project
  - Intellectual property: status of IP, including its stage and IP strategy
• Key tasks and subtasks

• Measureable milestones

• Project risks and mitigation strategies

• Roles of key personnel

• How activities advance commercial readiness
Strategic Plan

The Strategic Plan must include (2 pages):

- Evaluation plan that identifies:
  - Criteria that define success for the overall CRCF project
  - How project execution will be managed by the Principal Investigator and/or project team
  - Criteria that define long-term success for the project
- Potential for the product or service to enhance Virginia's national competitiveness
- Commercialization:
  - Market opportunity
  - Competitive advantage/existing products, including why customers would prefer your product or service
  - Market size, in number of customers and dollars, for:
    - Present and future target market(s)
    - Initial market
  - Time (in months or years) and cost to develop the commercial product or service
  - Time (in months or years) and cost for the technology to enter the market
  - Pathway and anticipated and/or potential challenges to market entry
- How CRCF funding will impact commercialization of the technology
- Funding received or pending for this technology from the CIT GAP Funds or Commonwealth grant programs VRIF, CHRB, and/or VHBRC/The Catalyst—include the source(s), amount(s), and year(s), if applicable
- Likely sources of and approach to acquire follow-on funding
- Anticipated measurable economic outcomes, within and outside the Commonwealth, following the end of the CRCF project and the timeframe for these outcomes; outcomes may include, though are not limited to: job creation, sales and/or licensing revenue, private investment, new or expanded facilities, and companies that relocate to Virginia
- Future opportunities for public and private collaboration
- Principal Investigator and management team's experience commercializing technology and/or in the industry

(excerpt drawn from the Commercialization Program Guidelines)
### Instructions:

Enter your organization name, assigned CRCF reference number, and project title in the corresponding cells. Provide costs and justification for each category for which CRCF funds are requested (cells B10:D22) and matching funds are provided (cells F10:F22). Please include the source of your matching funds. Data is to be entered into white cells by typing directly or pasting from another document; yellow fields are formula-driven and locked. Confirm that the figures keyed into this Budget correspond with your Application and Proposal documents. Indirect costs are capped and based on the total CRCF direct cost request.

This spreadsheet has two (2) tabs: Budget and Budget Summary (CIT Only). The Budget Summary is a read-only document for your cost breakdowns and is automatically populated with the figures keyed into the Budget tab. Upload the completed spreadsheet in the "Budget" field in your CRCF application.

This template is for project durations up to 12 months. For projects that span between 13-24 months, download the appropriate template from www.cit.org/initiatives/crcf/fy2020/commercialization/.

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### Commonwealth Research Commercialization Fund (CRCF)

**FY2020 Solicitation**

**Commercialization Program**

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<tr>
<th>CATEGORY</th>
<th>CRCF REQUEST</th>
<th>MATCHING FUNDS</th>
<th>TOTAL PROJECT</th>
</tr>
</thead>
<tbody>
<tr>
<td>Direct Costs</td>
<td>Description/Justification</td>
<td>Amount</td>
<td>Source/Description/Justification</td>
</tr>
<tr>
<td>Labor</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Fringe Benefits</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Total Personnel for CRCF Request $ -

Total Personnel for Match $ - $ -

**• Program- and duration-specific templates**

**• Excel format; single tab**
Appendix

• No template; includes CVs, letter from Authorized Representative, letters of support, proprietary information, etc.

• Refer to program guidelines for required content

• **SBIR/STTR Matching Funds applicants:**
  • Evidence of award **OR**
  • Document specifying:
    • Submission deadline
    • Sponsoring agency
    • Phase I/Phase II
    • Federal project title
    • Requested amount
    • Estimated date of award

• Upload your Appendix as single document in PDF format
CV Requirement

• All applicants are required to submit CVs as part of their Appendix.
• Guidelines indicate the individuals whose CVs should be included, along with the total number of CVs and maximum number of pages for each.
• If your organization does not have the individuals to fulfill the requirement, this is OK, but must be explained in the proposal’s Strategic Plan.

➢ Three discrete CVs*:
  o Principal Investigator (2-page maximum)
  o Organization’s CEO, if not the Principal Investigator (2-page maximum)
  o Senior executive(s) or external advisor(s) (2-page maximum, per CV)

*Duplicate CVs for individuals serving in multiple capacities will not be accepted. If the applicant does not have executive staff or advisors to fulfill the CV requirement, an explanation must be provided in the Strategic Plan.
• **Resubmission:**
  - Address subsequent work done to advance the technology/project since previous proposal
  - Address concerns raised by reviewers of previous non-funded CRCF submissions

• **Follow-on submission:**
  - Discuss how CRCF funds helped to achieve particular outcomes through the prior award
  - Discuss how new funding will continue to advance the technology toward commercialization
CRCF Purpose:
Technology Development and Commercialization

- Content and format
  - Insufficient detail
  - Noncompliance with requirements

- Consistency / accuracy
  - Proofread!
  - Use resources

Applications that do not comply with Program Guidelines will not proceed past initial review
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<th>FY2020 CRCF Activity</th>
<th>Key Dates</th>
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<td>CIT issued preview</td>
<td>August 7, 2019</td>
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<tr>
<td>CIT issued information on LOI</td>
<td>August 29, 2019</td>
</tr>
<tr>
<td>CIT issued RFP</td>
<td>September 25, 2019</td>
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<tr>
<td>Letters of Intent (LOIs) deadline</td>
<td>November 6, 2019</td>
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<td>CIT issues proposal invitations</td>
<td>December 13, 2019</td>
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<tr>
<td>Proposal deadline</td>
<td>February 7, 2020</td>
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<tr>
<td>Proposal review</td>
<td>February 8 – May 28, 2020</td>
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<tr>
<td>Award announcements</td>
<td>Early June, 2020</td>
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<td>Earliest project start date</td>
<td>June 15, 2020</td>
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Proposal Review Process

Center for Innovative Technology (CIT) CRCF staff

Subject Matter Experts

Research and Technology Investment Advisory Committee (RTIAC)

CIT Board
Questions?
Contact the CRCF team at: crcf@cit.org

Need more info on the current funding round?
Visit: www.cit.org/initiatives/crcf/fy2020/

Want announcements?
Join our listserv: bit.ly/CRCFlistserv