

**UWM Research Foundation  
Bradley Catalyst Grant Program  
Full Proposal – Spring 2022**



**Full proposal instructions:** *Instructions are in red italics font – please delete these in the completed application.*

*Please limit your Proposal to **5 pages total** including basic project information about the PI, title, summary, milestones, return on investment, intellectual property, commercialization, budget justification, project narrative and references. Please use size 10 Arial font as well as single lined spacing and 1" margin on all sides.*

*A WISPER record and approval are required for this full proposal*

*Email completed proposals as a single PDF file to [catalystgrant@uwmrf.org](mailto:catalystgrant@uwmrf.org) by the proposal **deadline of 5:00 PM on 4/29/22**. Please include the PI name in the title of your PDF file. You should receive a confirmation within one business day; if you do not, please immediately contact the UWM Research Foundation.*

*For questions about this application, contact Jessica Silvaggi, Vice President, [jessica@uwmrf.org](mailto:jessica@uwmrf.org), 414-906-4654 or Brian Thompson, President, [briant@uwmrf.org](mailto:briant@uwmrf.org), 414-906-4653.*

**Principal Investigator(s):** *Provide info for each PI and Co-PI*

Name:  
Department/School:  
Email:

**Project:**

Title:  
Type of Request: \_\_\_\_\_ Catalyst \_\_\_\_\_ Gap Fund  
Amount Requested: *See Call for Proposals for guidelines on amount*  
Period of Support: *Applications should be for 12 months, starting as early as August 1, 2022.*

**Executive Summary:**

**For Catalyst Grant and Gap Fund Applications:** *Provide an abstract that succinctly describes your project in lay person's terms. (Please limit your executive summary to 350 words.)*

**Project Deliverables:**

**For Catalyst Grant and Gap Fund Applications:** *List technical milestones and scholarly and extramural deliverables. Include prototype development, key proof of concept tests, anticipated submissions of extramural funding applications, commercial partnership, invention disclosures and/or potential patent filing.*

- 1.
- 2.
- 3.

**Return on Investment:**

**For Catalyst Grant Applications:** *List sources of extramural funding (including agency title/type, total dollar amount, anticipated submission date) that will be enabled by this research. Include any commercialization opportunities and potential for related sponsored research projects from corporate sponsors.*

**For Gap Fund Applications:** *Describe how the project will advance a technology toward commercialization – through a key proof of concept, prototype development, cooperative research effort with a company or other means. Commercialization may be measured by completion of a license agreement, launch of a startup company or ability to secure outside investment*

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**Intellectual Property:** \_\_\_\_\_ UWMRF Matter Number (4 digit)

*Provide title (and four-digit OTT reference) for the related UWMRF matter. If appropriate, please also provide a description of patent filing and status of intellectual property.*

***For Catalyst Grant Applications:** Emphasis is on potential or existing intellectual property.*

***For Gap Fund Applications:** Emphasis is on existing intellectual property, generally already protected through a patent application or copyright*

**Customer Discovery and Commercialization:**

*The Catalyst Grant Program is integrating “lean launch” and “customer discovery” methodology to enhance commercialization outcomes. The National Science Foundation (NSF) has adopted the lean launch process through their I-Corps program, and UWM leads the Milwaukee I-Corps Site in this process which helps academic based researchers discover markets for their technologies. This process has become the gold standard for the launch of early-stage enterprises using a hypothesis-based approach to markets.*

*Catalyst Grant applicants are asked to describe their customer discovery outcomes. For applicants that have completed the I-Corps process as part of the Milwaukee I-Corps site, the results of that process should be described here – including number of interviews, etc. For applicants that have not completed the I-Corps process, the UWM Research Foundation will be offering workshops on the “lean launch” methodology and “customer discovery.” In addition, members of the UWMRF team will be available to meet with applicants as needed.*

*Provide a summary of customer discovery which may include the following information: who do you hypothesize is the customer for your technology (customer definition), what value do you potentially bring to that customer (value proposition), how do you define market segments and/or your archetype customer, which potential customers have you spoken to, what did you learn from those conversations.*

*In addition to the customer discovery process, applicants may wish to describe the potential for commercialization through corporate partnerships, licensing, or start-up company. **For Catalyst Grant Applications:** Emphasis may be on commercial potential. **For Gap Fund Applications:** Emphasis should be on discrete steps toward commercialization.*

**Budget Justification:**

***For Catalyst Grant Applications:** Describe the amount requested and provide a short rationale for type and amount of expenditures – including salary (RA’s, graduate students, and summer salary), major instrument purchase. Requests for summer salary must include strong justification. Note that tuition and fringe benefits must be included where appropriate. Overhead charges will not apply. A complete budget is required for this proposal; see budget instructions.*

***For Gap Fund Applications:** Describe the amount requested and provide a short rationale for budget. Typically, Gap Fund Applications should be weighted toward development of equipment and materials with less emphasis on salaries for the PI. A complete budget is required for this proposal; see budget instructions.*

**Proposal Narrative:**

***For Catalyst Grant Applications:** Provide a short narrative of the proposed work – with figures and additional description.*

***For Gap Fund Applications:** Provide a narrative of the proposed work. You may wish to include: 1) business description, 2) product or service, 3) market, 4) management team and 5) financial projections.*

**References:**