

**FACULTY
SUCCESS
SEMINARS**



**University
of Idaho**

*Please keep your microphone
muted until the Q&A session*

M. J. MURDOCK CHARITABLE TRUST COMMERCIALIZATION INITIATION PROGRAM

**RESEARCH AND FACULTY DEVELOPMENT
FACULTY SUCCESS SEMINAR SERIES**

Kendra Mingo, MA, CRA

Senior Proposal Development Specialist

Office of Research and Faculty Development

Please note that this session is being recorded

OFFICE OF RESEARCH AND FACULTY DEVELOPMENT

I We provide proposal development assistance across the spectrum*



I Meet goals in the UI strategic plan – grow research and creative efforts across all disciplines

I Reach out to discuss ideas with us and request service – uidaho.edu/orfd

All services are optional and are granted on a first come, first served basis

*Not including budget preparation

FACULTY SUCCESS SEMINARS



FALL 2020

- Sept. 9** NSF Research Traineeship (NRT) Program: Tips for Writing a Competitive Proposal
- Sept. 23** NSF CAREER All Year: Getting Ready to Apply
- Sept. 30** NSF EPSCoR RII Track-2: Tips for Writing a Competitive Proposal
- Oct. 7** Find Funding Opportunities: Introduction to Pivot
- Oct. 21** NSF CAREER All Year: Getting Started on Your Proposal
- Nov. 4** UPDATE: Mountain West Clinical and Translational Research-Infrastructure Network (MW CTR-IN) Funding Opportunities
- Nov. 18** Myth-busting Department of Defense Funding Opportunities
- Dec. 2** M. J. Murdock Trust's Commercialization Initiation Program: Tips for Writing a Competitive Proposal

SPRING 2021

- Jan. 13** Find Funding Opportunities: Introduction to Pivot
- Jan. 27** Funding Research and Scholarly Work in the Humanities
- Feb. 3** Idaho is an EPSCoR State - What This Means for Supporting Your Research
- Feb. 17** How to Develop and Deliver an Effective Pitch
- Mar. 3** Assessing Your Grant Readiness
- Mar. 24** Early Career Faculty Research - Grant Programs
- Apr. 7** USDA NIFA AFRI: Tips for Getting Started with Your Next Proposal
- Apr. 14** Developing Data Management Plans - Best Practices and Resources
- Apr. 28** Equipment Grant Programs: An Overview

ZOOM ID

uidaho.zoom.us/j/95865360877



scan this to
zoom with us



**WE GUIDE THE DEVELOPMENT
OF COMPETITIVE EXTERNAL
GRANT PROPOSALS**

**Office of Research and
Faculty Development**

Email: ored-rfdteam@uidaho.edu

Website: uidaho.edu/orfd

OBJECTIVES

IN THIS SESSION, WE WILL DISCUSS:

- I** Overview of the Commercialization Initiation Program (CIP)
- I** Elements of the CIP application
- I** Strategies and tips to align project to the CIP priorities
- I** Process to apply
- I** Q&A Session: Dr. Damon Woods, Research Assistant Professor of Architecture, UI Integrated Design Lab (from 1-1:30 p.m.)

M. J. MURDOCK CHARITABLE TRUST COMMERCIALIZATION INITIATION PROGRAM



PURPOSE OF CIP:

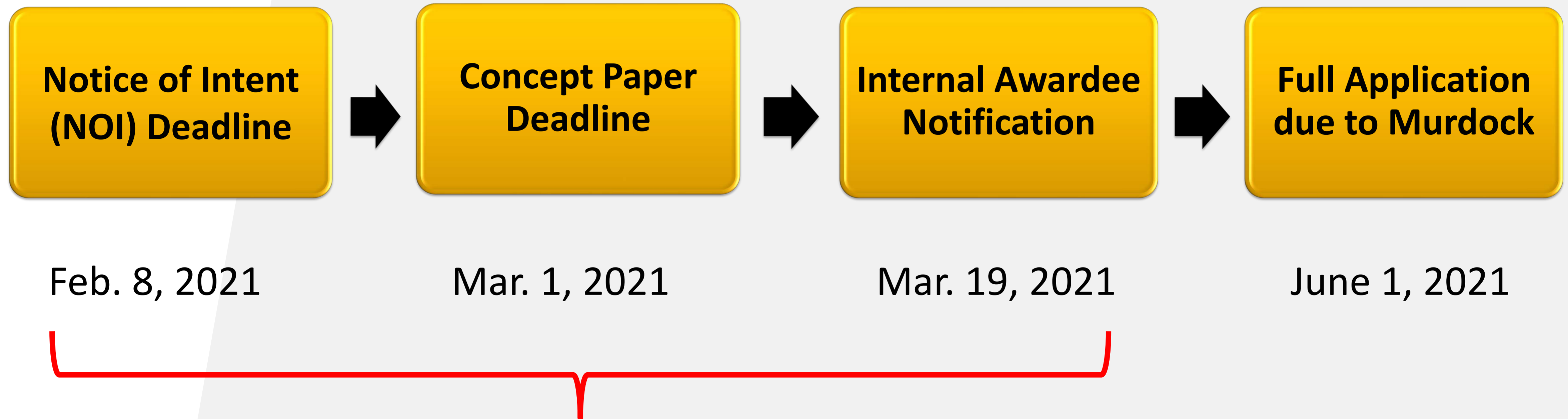
- I** Supports the commercialization of bench discoveries (e.g., funding to help transform inventions from the bench and bring those to the marketplace)
- I** Seeks institution's highest-priority project from the natural sciences, medicine, and engineering
- I** Interested in projects that create a **true inflection point for commercialization**

MURDOCK CIP PROGRAM BASICS



- I Award Amount:** The PI or inventor may request a two-year grant of up to \$75,000 from the Murdock Trust.
- I Deadline:** June 1 (with awards announced in August)
- I Matching requirement: YES**
 - UI is required to match at least an equal amount to that requested from the Trust.
 - ORED will provide up to 50% of the required institutional match.
- I Limit on number of full proposals per institution: YES**
 - Murdock will accept one proposal, *the president's highest priority*, from the UI.
- I What the program does not fund:** Games and software applications.

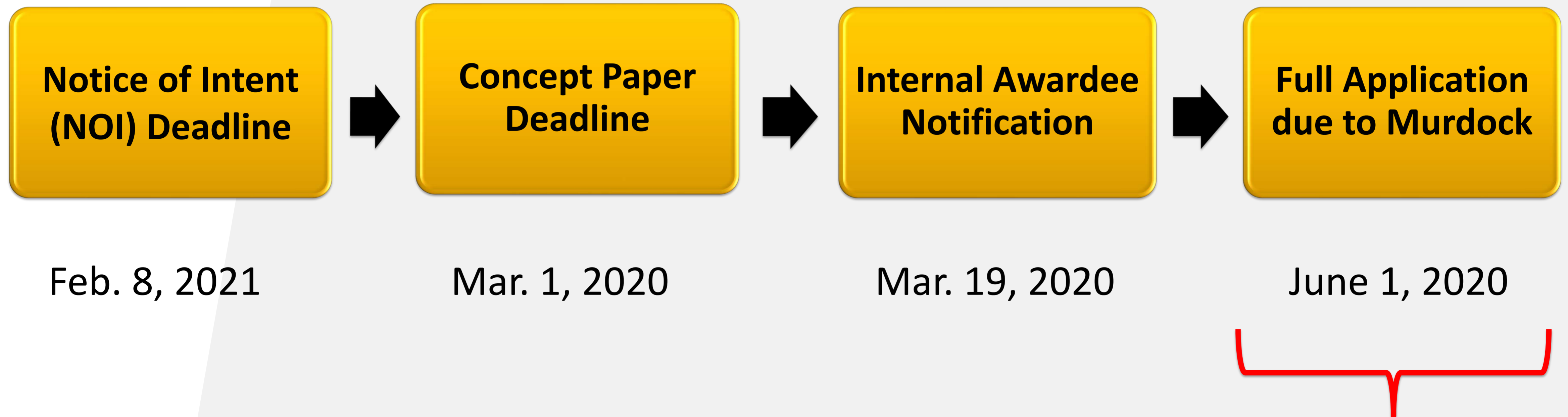
Murdock CIP - LIMITED SUBMISSION PROCESS



**(1) Limited submission competition via
UI's InfoReady Review System**

**All deadlines are at 5:00 pm Pacific Time.*

Murdock CIP - LIMITED SUBMISSION PROCESS



- (2) PI submits application materials in VERAS for approval by OSP, *and then*
- (3) PI uploads final application to Murdock Fluxx system, to be submitted by RFD.

**All deadlines are at 5:00 pm Pacific Time.*

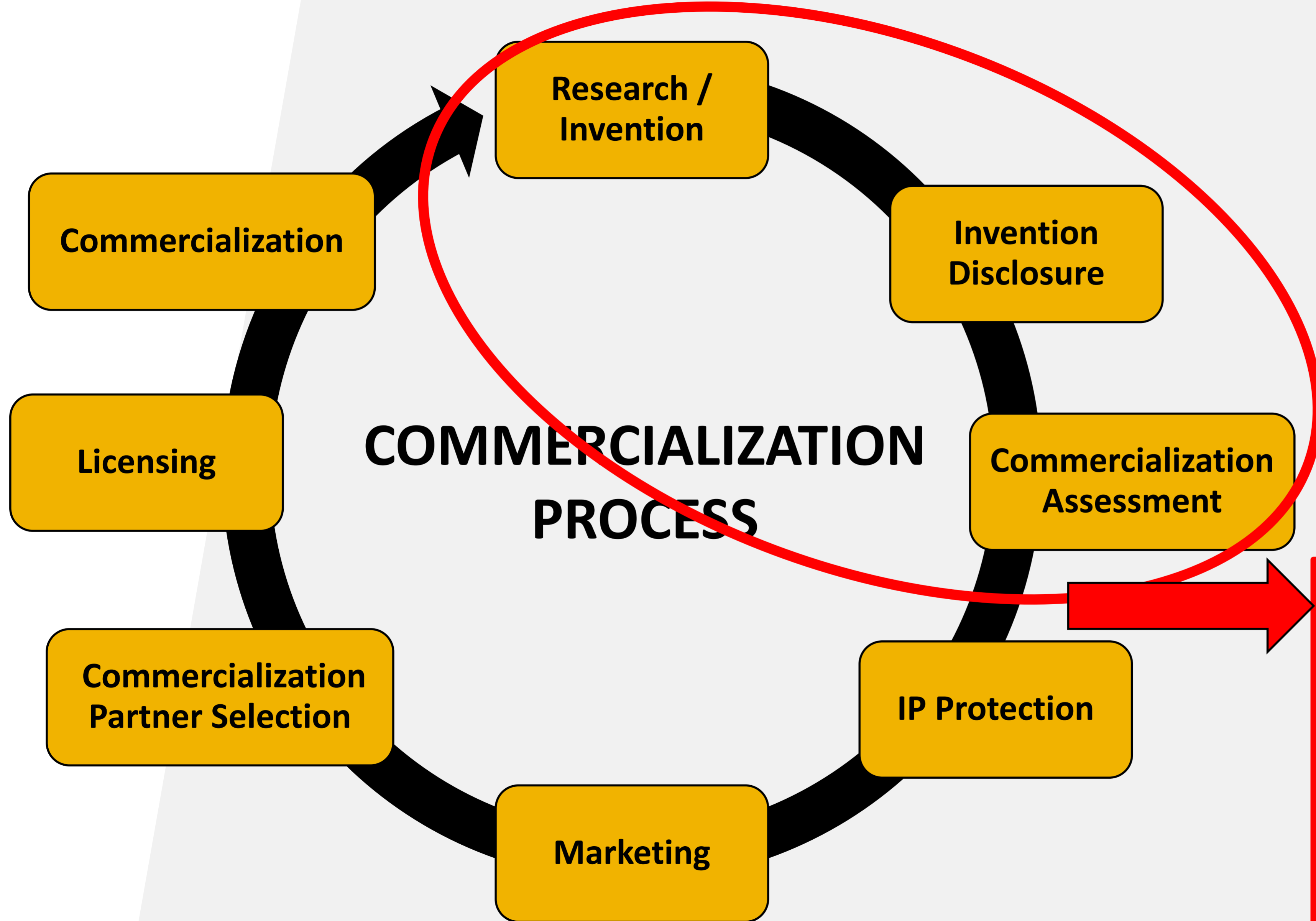


MURDOCK CIP PROGRAM GOALS

The goal of this program is to support projects early in the commercialization life cycle in order to enable the PI or inventor to transform the science discovery into practice, secure IP and ownership, obtain proof of commercialization concept, and position the development toward the next round of funding.

The ideal time for submitting a proposal is when **the science is solid** and **a feasible business plan is at hand**.

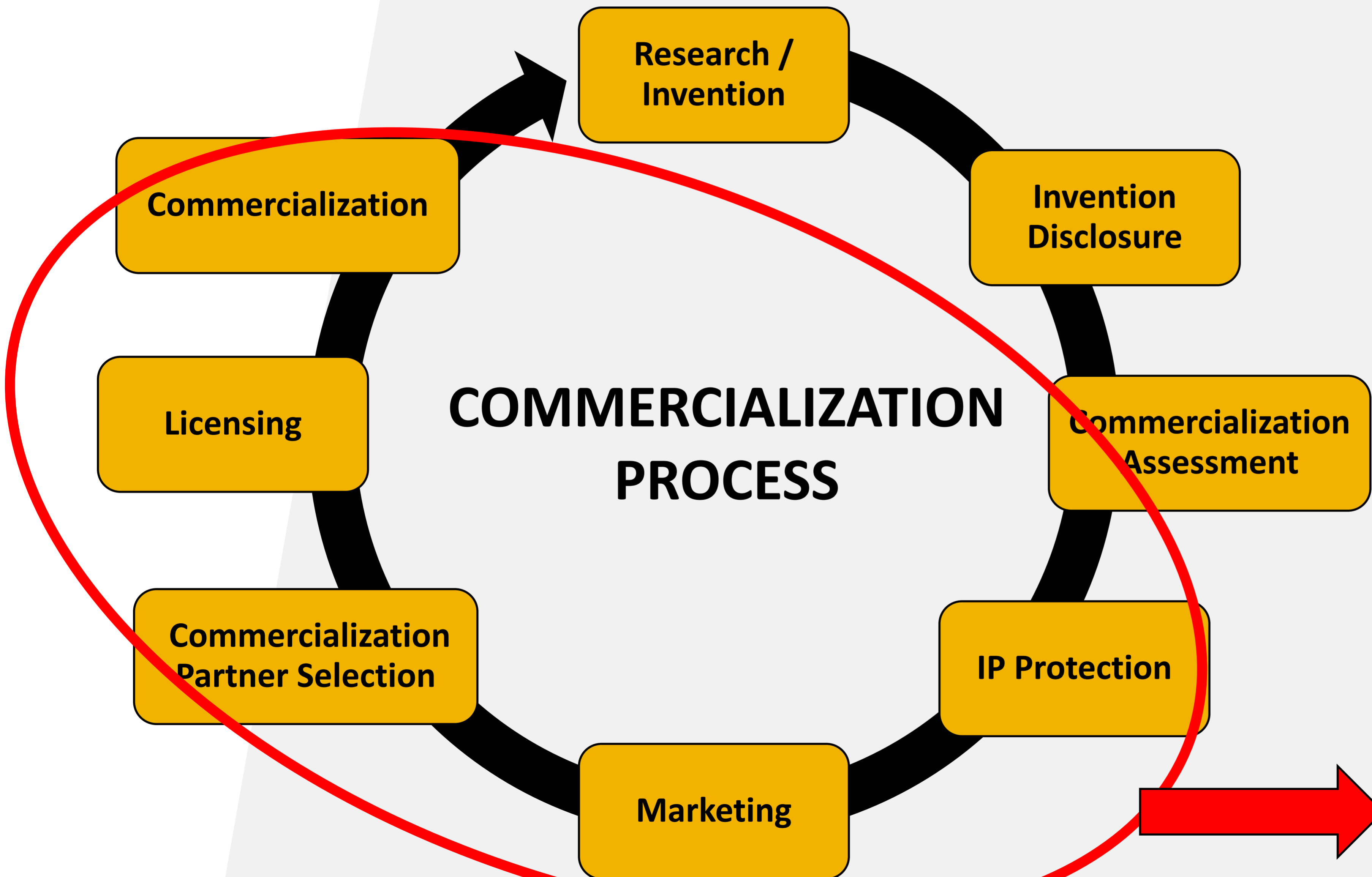
WHEN TO APPLY



When to apply - Complete these three steps first:

- 1. Research/Invention**
- 2. Invention Disclosure**
- 3. Commercialization Assessment**

WHEN TO APPLY



- Examples:**
- Further R&D upgrades
 - Product development
 - Field testing
 - Test marketing
 - Regulatory approvals
 - Sales and marketing
 - Consulting agreements
 - IP protection
 - License agreements



CIP GRANT RECIPIENTS at the UI

PI Name	Duration	\$ Awd	Title	Commercialization Activities
Woods, Damon	2020-21	\$31,115	A Holistic Climate Control System Using Infrared Cameras	<ul style="list-style-type: none">• Improve prototype function• IP protection (provisional patents)• Build business case & marketing plan• Attract investment partners
Moller, Gregory	2018-19	\$60,000	UI Clean Water Machine: Carbon-Negative Technology for Water Reuse, Nutrient Recovery, and Soil Health	<ul style="list-style-type: none">• Product upgrades• Field testing• IP protection (patent filing)
He, Bingjun Brian	2016-18	\$59,525	Commercialization of novel biopesticides: Filling engineering gaps required for scale-up	<ul style="list-style-type: none">• Equipment and supplies for product scaling and quality control testing
McIlroy, David	2015-17	\$55,340	Advanced High Surface Area Electrodes for Electrochemical Applications and Energy Production	<ul style="list-style-type: none">• Validation of product performance• Identify commercialization partners• Product licensing agreements• Report of product performance• Plan for commercialization



CIP GRANT RECIPIENTS at the UI

PI Name	Duration	\$ Awd	Title	Sources of Cash Match
Woods, Damon	2020-21	\$31,115	A Holistic Climate Control System Using Infrared Cameras	<ul style="list-style-type: none">• ORED & Integrated Design Lab (\$29K)• Idaho Entrepreneurship Program (\$2.5K) <i>For salary, fringe, supplies, travel, contracted services, patent filing costs</i>
Moller, Gregory	2018-19	\$60,000	UI Clean Water Machine: Carbon-Negative Technology for Water Reuse, Nutrient Recovery, and Soil Health	<ul style="list-style-type: none">• PI gift account (\$15K)• Cash match from College (\$45K) <i>For salary, fringe, equipment</i>
He, Bingjun Brian	2016-18	\$59,525	Commercialization of novel biopesticides: Filling engineering gaps required for scale-up	<ul style="list-style-type: none">• Cash match from College (\$20K)• Cash match from College (\$10K)• ORED (\$30K) <i>For salary, fringe, equipment, supplies</i>
McIlroy, David	2015-17	\$55,340	Advanced High Surface Area Electrodes for Electrochemical Applications and Energy Production	<ul style="list-style-type: none">• Cash match from Dept./College (\$55K) <i>For salary, fringe, equipment, supplies</i>

MURDOCK CIP PROPOSAL COMPONENTS



I Proposal Narrative (single pdf uploaded to Fluxx):

- A. Proposal Information
- B. Facilities and Equipment
- C. Proposed Budget and Budget Justification
- D. Narrative Project Description (pages 3-12; 10 pages max)
- E. Appendices
 - Letter of endorsement from CEO or designated appointee*
 - Biographical sketches (PI, other personnel; NIH format)
 - Personnel and/or Earlier Financial Support
 - Letters of Support (collaborators, subcontractors)
 - Institutional Approval Letters (IACUC, HSRB/IRB)

***Assistance available
from RFD**

I Other Required Organizational Documents:

- UI Board of Regents List; Government Entity Letter*

I Pitch Video

MURDOCK CIP: PROPOSAL COMPONENTS



I Narrative Project Description (up to 10 pages, 11-point font or larger)

- I. Product
- II. Technical Plan
- III. Intellectual Property
- IV. Market, Competition, Commercialization Merit
- V. Business Plan
- VI. Expected Outcomes
- VII. Commercialization Team and Partner(s)
- VIII. Bibliography

MURDOCK CIP: PROPOSAL COMPONENTS



I Narrative Project Description (up to 10 pages, 11-point font or larger)

- I. Product
- II. Technical Plan
- III. Intellectual Property
- IV. Market, Competition, Commercialization Merit
- V. Business Plan
- VI. Expected Outcomes
- VII. Commercialization Team and Partner(s)
- VIII. Bibliography

MURDOCK CIP: PROPOSAL COMPONENTS



I Narrative Project Description

■ III. Intellectual Property

- Need to demonstrate understanding of the process and steps for IP protection and where you are in the process
- Demonstrates that PI has done their due diligence

■ IV. Market, Competition, Commercialization Merit

- Explain commercialization merit and market feasibility
- Remember the reviewers (business experts)

■ VI. Expected Outcomes

- Present reasonable outputs for a two-year grant period
- Be clear about project milestones, both short term and intermediate

MURDOCK CIP: PROPOSAL COMPONENTS



I Narrative Project Description

- **VII. Commercialization Team and Partner(s)**
 - Business experts with experience taking these products to market
 - Partners need to provide specific commercialization expertise
 - Can include expert members of the Office of Technology Transfer
- **VIII. Bibliography**
 - Reviewers (business experts) will look for citations that demonstrate the PI understands the current state of the field for the technology/invention, from both the research and market perspective.
 - Needs to be complete and current
 - Demonstrates feasibility of the science behind the invention



MURDOCK CIP: PITCH VIDEO

I Applicants are required to submit a three-minute video to pitch your Commercialization Initiation project.

I Resources:

- [RFD Faculty Success Seminar: *How to Develop and Deliver an Effective Pitch*](#), February 17, 2021, 12:30-1:30 p.m. PT (Jeremy Tamsen, Director, Office of Technology Transfer & George Tanner, Idaho Entrepreneur Director)
- [The Studio](#), the U of I Library's audio and video production and editing space
- [The Only 10 Slides You Need in Your Pitch](#) (Guy Kawasaki, CEO, Canva)
[How to Pitch and Persuade](#) (Kauffman Entrepreneurs)
[Ten Key Elements of a Great Pitch](#) (University of Washington CoMotion Group)

TIPS FOR PITCH VIDEOS*

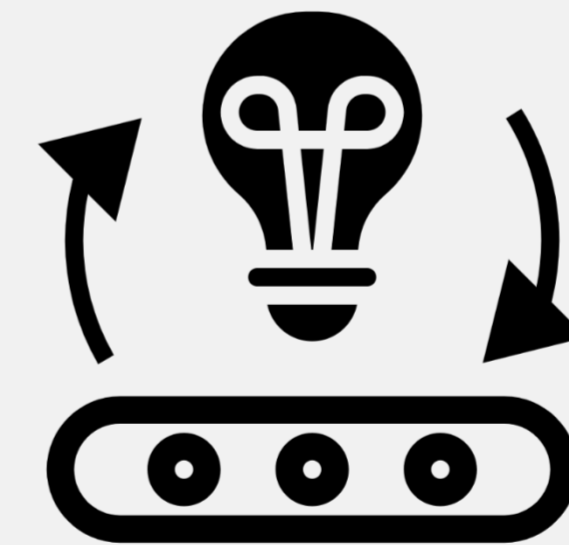


I Pitch video is the hook 

I Wording and messaging: content, clarity and precision are key

I Convey excitement and need for the product, as well as the market for this type of product

I Make it professional looking and dynamic



I Seek feedback and comments from experts and non-experts

TIPS TO DEVELOP A COMPETITIVE PROPOSAL

- I Know when to apply - when **the science is solid** and **a feasible business plan is at hand**.
- I Understand your audience – Reviewers will be scientists & business experts
- I Assemble a strong team (UI OTT, business partners)
- I Get feedback on your pitch video from experts and non-experts
- I Get and read copies of funded CIP proposals

TIPS TO DEVELOP A COMPETITIVE PROPOSAL

I Meet with the Office of Technology Transfer (**before NOI deadline*):

- Invention Disclosure, Market Research, Commercialization Assessment, Partners, Pitch Video

I Research and Faculty Development (RFD) can assist with:

- Proposal development
- Required documents (CEO letter, UI Board of Regents list, Government entity letter)
- Fluxx application submission (required)

I Contact Dr. Moses Lee for advice at mosesl@murdocktrust.org*



THANK YOU!

- I** *Virtual Office Hour with Dr. Moses Lee, Wednesday, December 16, 2020, at 3 p.m. Email to ored-rfdteam@uidaho.edu to RSVP.
- I** Find out more about [Commercialization Initiation](#) at the U of I
- I** **Q&A Session:** Dr. Damon Woods, Research Assistant Professor of Architecture, UI Integrated Design Lab