

Commercial Proposal Application for Funding

Project Title:
Summary of the Project (Describe the overall project to be undertaken and how this funding will contribute to the commercialisation of the innovation or technology):
Project Leader: Name, School, Telephone and Email
Project Mentor: Name, Department/School, Telephone and Email. Normally this will be a Business Development Manager or other representative from Business Services.
Commercial Potential and Exploitation Route: Outline the commercial potential of the project What competition exists and how can it be managed? How will the service, product or intellectual property be sold? Will further funds be required to realise the commercial potential?
Current Status: Describe any previous or preparatory work that has been undertaken on the commercial idea. For instance, describe any market research carried out or related commercial activities and attach any business plan. Describe any intellectual property that may already exist or may result from the project?

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People:

Specify the people who will contribute to the project.
Define their responsibilities in the project and their level of commitment to it.

Investment Requested:

Specify the total funding requested and split this down into the following categories: Staff costs, Consumables, Equipment, and Expenses. Detail any contribution from secondary sources (school; faculty; other sources). How might the investment be repaid and on what approximate timescale? Please note when calculating staff costs use the following as equating to 1 year: 1650 hours or 220 days or 44 weeks E.g. for a proposed 18 week fellowship take annual salary costs divided by 44 multiplied by 18. Full Economic Costing (FEC) does not apply as this is an internal fund.

Project Milestones:

Define the proposed project start, completion and milestone dates.
Define the milestone objectives for each stage of the project.
Specify the funding requested at the start of each stage of the project.

Additional Information to Support Investment:

Please make an evaluation of risks or critical factors to support success.
Explain what would happen if funds are not awarded.

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Supporting signatures:

Supporting Head (*Name*)

(*Signature*) _____ (*Date*) _____

Supporting Dean (*Name*)

(*Signature*) _____ (*Date*) _____

Project Leader (*Name*)

(*Signature*) _____ (*Date*) _____

Project Mentor (*Name*)

(*Signature*) _____ (*Date*) _____

Investment Panel

To be completed by investment panel at meeting

Date of Panel:

Members:

Funding decision:

Proposed repayment terms:

Funding Approved (*Name*)

(*Signature*) _____ (*Date*) _____

Please complete all fields, even if with minimal details. Try to address all the points suggested, unless clearly irrelevant, and add any other points that you think are relevant. Expand the boxes to whatever space you feel you need to express your points.

When you have completed the form return an electronic copy (without signatures) and an original with signatures to:

Jennifer Wells

Business Services, Exion, Crowhurst Road, Hollingbury, Brighton BN1 8AF

Email: j.wells@brighton.ac.uk

Tel: x2748