

Narrative: Scientific Merit, Commercial Potential/Development Path, & Economic Impact

Syracuse University PIs: Submit a document that follows the format detailed below:

Scientific Merit (2,500 words maximum)

Use non-confidential descriptions only and follow this format:

- Abstract
- Introduction
- Goals and objectives
- Experimental approach
- Application of your research
- Deliverables (measurable outcomes)

Market Potential of Product or Service and Pathway to Commercialization (250 - 500 words suggested)

Describe the market potential of your future product or service.

- Define the status quo for the problem
- Explain how your technology will offer an improvement over the status quo
- Explain competitors' products and services

Describe the pathway to commercialization that you and your company partner envision for your technology product or service. Include, as relevant:

- Information on any invention disclosure to Syracuse University's Office of Technology Transfer (OTT), or plans to disclose your inventions
- Plans for scale-up of your technology in a commercial setting
- How and when you will navigate any regulatory approval processes (USDA, FDA, EPA, etc.)
- Testing in the hands of the consumer
- Business strategy to get product/service to market
- Reimbursement or insurance issues (only applies to human health care products)

Economic Impact in New York State (250 - 500 words suggested)

Economic impact refers to the growth in New York State that could result from the eventual commercialized product or service based on the technology that you propose in your CAT application. Syracuse University PI's should discuss with the partner company.

Indicate the projected economic impact on the company partner of the proposed project over the next five years in terms of:

- Jobs created and retained in New York State
- Increased corporate revenues (product sales, research contracts., etc.)
- Corporate savings
- Leveraged funding (SBIR/STTR, grants, Angel or VC investment, strategic partnerships)
- Include timelines that show when these impacts are expected.