WE-REACH Request for Proposals—Spring 2021

Overview
The Center for Washington Entrepreneurial Research Evaluation & Commercialization Hub (WE-REACH) provides training and project funding for life-science innovators and entrepreneurs. Awards made through this Request for Proposals (RFP) will provide activity-based and milestone-driven funding and project support to accelerate the development of innovative and impactful therapeutic, device, and diagnostic products.

The goal for WE-REACH funding is to make technologies more clinically viable through regulatory, reimbursement, intellectual property, and market analysis effort. Successful applicants should already have a proven proof-of-concept and early exploration of the market including an understanding of the customer. WE-REACH funding is NOT a research grant. While some process or product refinement may be funded, your application should focus on explaining how these funds would improve your chances of success in delivering your product or therapy to clinical practice. Health impact requires that innovative products be made accessible to those who would benefit. Therefore, successful applications must explain how the intended product will address unmet medical needs and improve health outcomes with WE-REACH support in development of a sound commercial transition plan. The maximum duration of WE-REACH support is two years.

WE-REACH support will include mentoring and project funding. Proposals will be evaluated for both scientific merit and product development potential, with emphasis on the following criteria:

- Unmet need, clinical impact, and access
- Relevance to the NIH mission and areas of interest
- Research/development/regulatory path status and planning
- Business strategy/competitors/commercialization planning
- Intellectual property status

With support from the NIH and in partnership with ITHS, CoMotion, IPD, the UW Office of Research, and the School of Pharmacy, WE-REACH awardees will be assigned a UW Project Manager to support product development and advise on strategies to eventually make products widely accessible. Awardees will have access to an array of experts for product development, regulatory strategy, intellectual property, market analysis, and follow-on non-dilutive grant development. Even if a project does not
receive an award, principal investigators (PIs) of reviewed proposals may receive independent verification of product concept, reimbursement strategy, and IP development from the National REACH Technology Guidance Committee (RTGC) (composed of members from the Food and Drug Administration (FDA), the National Institutes of Health (NIH), the Center for Medicare and Medicaid Services (CMS), third party payers, Kaiser Permanente, and the United States Patent and Trade Office (USPTO)).

<table>
<thead>
<tr>
<th>Activities</th>
<th>Key Dates</th>
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</thead>
<tbody>
<tr>
<td>Declaration of Intent</td>
<td>Friday, February 5th (5:00pm)</td>
</tr>
<tr>
<td>OPTIONAL--Customer Discovery Workshop</td>
<td>Thursday, February 11th (1:00-4:00pm)</td>
</tr>
</tbody>
</table>
| Round Robin Feedback Sessions/Orientation to Chronus Connection Plan | Tuesday, February 23rd (8:30-11:30am)  
Thursday, March 4th (8:30-11:30am) |
| Lean Canvas Due | Friday, March 5th (5:00pm) |
| Customer Discovery Worksheet Due | Friday, March 19th (5:00pm) |
| OPTIONAL--Target Project Profile training (recording will be available) | Wednesday, March 24th (2:00-3:00pm) |
| OPTIONAL--GANTT chart training (recording will be available) | Wednesday, March 31st (2:00-3:00pm) |
| Pitch Practice Sessions | Friday, March 26th (1:00-5:00pm)  
Wednesday, March 31st (1:00-5:00pm)  
Tuesday, April 6th (8:00-12:00pm)  
Wednesday, April 14th (8:00-12:00pm) |
| Customer Discovery Survey Summary and Revised Lean Canvas Due | Friday, April 2nd (5:00pm) |
| WE-REACH Full Application Due | Friday, April 16th (5:00pm) |
| WE-REACH Reviewers meet to discuss proposals & generate key questions, which will be forwarded to teams (teams should come to the final pitch prepared to answer questions) | Friday, April 30th |
| WE-REACH Project Pitch | Tuesday, May 4th (12:00-5:00pm) |
| WE-REACH Reviewers meet for final votes | Wednesday, May 5th |
| Selected applications submitted to NIH RTGC | Monday, May 17th |
| National RTGC Reviewers’ Input | June 2021 |
| WE-REACH Executive Committee (EC) and Program Steering Committee (PSC) Review | June-July 2021 |
| WE-REACH awardees selected | July 2021 |
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WE-REACH Award Process Overview

Funding Opportunity Description

WE-REACH provides resources and project funding to accelerate impactful product development based on innovations in the life sciences. WE-REACH awards are available for the commercial development of promising life sciences technologies having a sound scientific basis and high potential for impact on health. Successful applicants should already have a proven proof-of-concept. WE-REACH funding is NOT a research grant. While some process or product refinement may be funded, your application should focus on explaining how these funds would improve your chances of success in delivering your product.
or therapy to clinical practice. Technologies include therapeutics, biotechnology products, medical devices, and diagnostics that address critical unmet medical needs. Previous CoMotion Innovation Gap Fund, Washington Research Foundation Phase I, and ITHS Pilot awardees are encouraged to apply.

The WE-REACH application process involves 4 steps:

- Declaration of Intent
- Pre-proposal deliverables
- WE-REACH Application
- Project Pitch

The Declaration of Intent involves creating a profile in WE-REACH’s partner CoMotion Advisory Solutions database. The profile will allow a team to be matched with a business mentor who will assist the team in completing the commercialization-related deliverables that are part of the pre-proposal. Pre-proposal deliverables are submitted via the CoMotion Advisory Solutions portal. Applicants are also required to attend a pitch practice prior to submitting the WE-REACH Application and pitch to the Innovation Gap Fund review committee. WE-REACH applicants will not be considered separately for an Innovation Gap Fund award.

WE-REACH awardees will be assigned a WE-REACH Project Manager and projects will be supported on a time-activity, stage-gated, milestone-driven basis. Projects must be completed within 18-24 months with the goal of technology licensing or follow-on funding through SBIR/STTR or venture mechanisms in startup companies. Qualifying projects will ideally be those that are at an NIH-defined Technology Readiness Level of T2-T3 or above, have been through initial market exploration and are ready to move into product validation and early-stage development. Typical applicant projects will have previously completed a program such as the CoMotion Innovation Gap Fund, UW I-CORPS, pilot programs, or business plan competitions where a significant amount of customer discovery has been initiated or completed prior to WE-REACH project initiation.

Funding will be directly dispensed based upon time and tasks associated with stage-gated activities within the milestones that are developed and approved as a part of the WE-REACH project agreement. The team’s assigned WE-REACH Project Manager is tasked to help the team in recruiting domain experts for product development, gather pivotal data through contract research and manufacture organizations, and meeting their milestones in a timely manner.

**Award Information**

| Funds Available, Structure of Support, and Anticipated Number of Awards | The number of awards is contingent upon the submission of a sufficient number of meritorious applications. WE-REACH supported projects provide value-added and managed services including administrative and regulatory support, recruitment, and participation of domain experts. The national review from the NIH RTGC provides independent due diligence, typically required for |

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seeking private funding. WE-REACH may fund between 4-6 awards per year.

Award Budget

Depending on project scope and need, each award may request up to $200,000 direct costs to support activity- and time-based, stage-gated, and milestone-driven projects. Final budgets are determined based upon project need and input from expert reviewers. Projects are typically funded in the $75,000-$150,000 range. A fraction of the total budget is allocated for project management and administrative costs. Where appropriate, each project may use WE-REACH funds for developing intellectual property.

Award Project Period

Projects are expected to be completed within 18 – 24 months.

Eligibility

1. This funding opportunity is open to investigators from the University of Washington. (As WE-REACH expands to include additional member institutions, investigators from those institutions will be invited to apply.)
2. Collaborators from other institutions are eligible to apply with a Qualified Investigator from the University of Washington. A Qualified Investigator is a UW faculty member with current completion of the faculty grants management workshop.
3. The project’s intellectual property must be owned by or otherwise assigned to the University of Washington. (As WE-REACH expands to include additional member institutions, they must commit to manage their own intellectual property).

Application and Submission Information

Declarations of Intent for proposals will be accepted twice a year.
The submission deadline for the Fall cycle in 2020 is as follows:

<table>
<thead>
<tr>
<th></th>
<th>Declaration of Intent (DOI)</th>
<th>Full Application</th>
<th>Earliest start date</th>
</tr>
</thead>
<tbody>
<tr>
<td>Spring cycle</td>
<td>February 5, 2021</td>
<td>April 16, 2021</td>
<td>August 2021</td>
</tr>
</tbody>
</table>

Format

While funding and support decisions are made by the Center for WE-REACH, applications are submitted for review through the CoMotion Advisory Solutions database portal. Thus, the applicants and teams need to complete or update a profile in the database—https://uwcomotion.chronus.com/p/p1/membership_requests/new?roles=student. Mentor connections and all application deliverables must be submitted through this database. We will not
accept deliverables via email. If, at any time, you experience difficulty with the database, please contact the Innovation Investments team as soon as possible (cmifund@uw.edu). To avoid issues, we suggest submitting your deliverables in advance of a deadline.

All text material must be in a readable font (at least Arial 11 point), and margins must be at least 0.5 inches.

Content and Form of Application Submission

1. Declaration of Intent (DOI)—DUE February 5, 2021 (5:00pm)

The required DOI is a completed profile in the CoMotion Advisory Solutions database (https://uwcomotion.chronus.com/p/p1/membership_requests/new?roles=student). Select “WE-REACH 2021” in response to the question, CoMotion Advisory Solutions Program: What specific program are you applying for?

If you already have a profile in the database, you will need to login and edit your profile and select “WE-REACH 2021” in response to the question, CoMotion Advisory Solutions Program: What specific program are you applying for?

If you do not have a profile in the database, you will need to create one: https://uwcomotion.chronus.com/p/p1/membership_requests/new?roles=student

The profile should not take more than 10-15 minutes to complete. Besides basic information about the Principal Investigator (PI) and the team, you will need to provide a brief description of your innovation and its value to customers/users.

PLEASE DO NOT USE YOUR UW NETID WHEN CREATING YOUR PROFILE. The email address associated with the profile will be the main point of contact during the WE-REACH application process. This should belong to the PI or Team Lead or set up an external email account (Gmail, Yahoo, etc.) to which all team members will have access. A team will have only one profile (account) in the database regardless of whether the PI sets up an external email or uses a UW email address. The login password can be shared so team members can have access to the database.

To create your profile in the database, select “Join” in the upper right corner, then select “Team.” The Innovation Gap Fund team will approve your profile before you can access the database.

Please complete your profile to the best of your ability.

If you have any trouble accessing the database, or questions about this process, please contact cmifund@uw.edu.

2. Pre-Proposal deliverables—To facilitate the completion of the Pre-Proposal deliverables, teams will be matched with a business mentor. For more information and resources related to each
deliverable, see the CoMotion Innovation Gap Fund Information Packet, Spring 2021 ([https://comotion.uw.edu/what-we-do/funding-resources/comotion-innovation-gap-fund/](https://comotion.uw.edu/what-we-do/funding-resources/comotion-innovation-gap-fund/)).

Pre-proposal deliverables for the first round in 2021 are (details for each deliverable are in Appendix A):

<table>
<thead>
<tr>
<th>Lean Canvas Deliverable</th>
<th>Friday, March 5, 2021 (5:00pm)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Customer Discovery Worksheet Deliverable</td>
<td>Friday, March 19, 2021 (5:00pm)</td>
</tr>
<tr>
<td>Customer Discovery Survey Summary &amp; Revised Lean Canvas</td>
<td>Friday, April 2nd (5pm)</td>
</tr>
<tr>
<td>Pitch Practice**</td>
<td>March 26-April 14, 2021</td>
</tr>
</tbody>
</table>

**The CoMotion Innovation Investments team will host 4 Pitch Practice Sessions. The audience will consist of various mentors and CoMotion Staff. Feedback from the audience will help you to prepare your presentations for the Final Reviews. Your team PI is required to attend at least one of these sessions.

3. WE-REACH Application (details are in Appendix B)

<table>
<thead>
<tr>
<th>WE-REACH Application</th>
<th>April 16, 2021 (5:00 pm)</th>
</tr>
</thead>
</table>

The WE-REACH Application—Project Description is limited to 6 pages.

I. Cover Page (1 page) with abstract
II. WE-REACH Application Form (1 page, see pg. 22 of RFP)
III. Project Description (6 pages total)
IV. Supporting Documents—not included in the 6-page limit
   a. References
   b. Personnel and description of their roles in the project; plus Biosketch
   c. Revised Lean Canvas
   d. Customer Discovery Forms (Worksheet & Summary)
   e. Target Product Profile
   f. GANTT Chart (Milestones): Submitted as a separate Excel file

The completed WE-REACH application should be included in one .pdf file along with a GANTT chart in one .xlsx file and uploaded to the CoMotion Advisory Solutions database. Documents MUST be ordered as outlined above.

4. Project Pitch

Use the provided Pitch Template as a guide for preparing your presentation. Teams will have 10 minutes to pitch their projects, followed by 15 minutes of discussion and Q&A.
Application Review Information
WE-REACH applicants will pitch their proposals to an integrated review committee composed of Innovation Gap Fund reviewers and WE-REACH external reviewers. Selected WE-REACH proposals will be sent to the NIH RTGC for review and input. Both the WE-REACH external review group’s comments and the comments from the RTGC will be considered by the WE-REACH Executive Leadership Group, who will make the final determination for WE-REACH funding. The input from the RTGC is not scored, but comments provide the applicant with preliminary due diligence done by the highest authorities for the proposed product development plans.

Award Administration Information
If an award is issued, you will receive a letter containing details of next steps. The first step will be to schedule a Kickoff Milestone Meeting with a WE-REACH Project Manager to discuss the award process and to finalize the budget, milestones, and activities. Funds will be administered through ITHS and project management will be administered through WE-REACH.

WE-REACH Program Contacts
Teddy Johnson, Assoc. Dir., Technology Development at WE-REACH wereacheddy@uw.edu
Jeanette Ennis, Assoc. Dir., Innovation Investments at UW CoMotion jmgennis@uw.edu
JB Ingram, Project Coordinator at WE-REACH jingra@uw.edu
Matthew Hartman, Project Administrator at WE-REACH wereach@uw.edu
# Appendices

## Appendix A

### Target Product Profile (WE-REACH Template)

<table>
<thead>
<tr>
<th>PI:</th>
</tr>
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<tbody>
<tr>
<td><strong>Project Title:</strong></td>
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<tr>
<td><strong>Product:</strong></td>
</tr>
<tr>
<td><strong>Problem Statement and Solution Provided by Proposed Product:</strong></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Minimum Viable Product (clinical &amp; market need)</th>
<th>Optimal Product (clinical &amp; market advantage)</th>
<th>Ideal Product (killer applications)</th>
<th>Notes (additional explanation as necessary)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Intended Use (Device) or Product Indication (Drug/Therapeutic):</strong></td>
<td></td>
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<td></td>
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<tr>
<td><strong>Target Patient Population (# of benefited subjects; disease state):</strong></td>
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<td></td>
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<tr>
<td><strong>Product Function / Features (distinction from competitor/existing products, if any):</strong></td>
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<td></td>
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<tr>
<td><strong>Anticipated Regulatory Path:</strong></td>
<td></td>
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<tr>
<td><strong>Anticipated Scope of Clinical Study:</strong></td>
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<tr>
<td><strong>Reimbursement (existence of CPT codes, $ amount):</strong></td>
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<tr>
<td><strong>Follow-on Funding Sources (grantors, partners, investors):</strong></td>
<td></td>
<td></td>
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<tr>
<td><strong>Market Impact:</strong></td>
<td></td>
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<tr>
<td><strong>Health Impact:</strong></td>
<td></td>
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</tbody>
</table>
Lean Canvas Deliverable:

LEAN CANVAS
Updated August 2018

Please submit application documents electronically by attaching to your CoMotion Advisory Solutions Connection Plan. **NOTE**—*if you are using the Innovation Within tool (provided in the Customer Discovery Workshop) to assist with your Lean Canvas and Customer Discovery, you can export a PDF of your Lean Canvas and upload it to satisfy the deliverable.*

For help filling out the Lean Canvas, please see the 2014 New Ventures Start-up Seminar Series YouTube channel:
https://www.youtube.com/playlist?list=PLgY5Ho7zWk2MYi9Df2-QUhD6nTi7UnN2z
“Business Model Canvas“ with Zachary Rozga

**Additional information on how to create your lean canvas can be found here:**
https://leanstack.com/LeanCanvas.pdf

**Problem:**
http://www.entrepreneur.com/article/25756
https://hbr.org/2008/01/the-five-competitive-forces-that-shape-strategy/ar/1

**Customer Segments:**
http://web.stanford.edu/class/msande273/video/Build_Connections.mp4 8:21
http://www.entrepreneur.com/article/225656 (article)
http://www.forbes.com/sites/rebeccabagley/2013/10/02/how-to-identify-your-market-size-up-competitors/2/
**WE-REACH LEAN CANVAS**

<table>
<thead>
<tr>
<th>Problem</th>
<th>Solution</th>
<th>Unique Value Proposition</th>
<th>Unfair Advantage</th>
<th>Customer Segments</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
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<td></td>
<td></td>
</tr>
<tr>
<td>Key Metrics</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Cost Structure</td>
<td></td>
<td></td>
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</tr>
<tr>
<td>Revenue Streams</td>
<td></td>
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</tbody>
</table>
# Lean Canvas Guidelines for Completion:

<table>
<thead>
<tr>
<th>Problem</th>
<th>Solution</th>
<th>Unique Value Proposition</th>
<th>Unfair Advantage</th>
<th>Customer Segments</th>
</tr>
</thead>
<tbody>
<tr>
<td>Top 3 problems</td>
<td>Top 3 features</td>
<td>Single, clear, compelling message that states why you are different and worth buying</td>
<td>Can’t be easily copied or bought</td>
<td>Target customers</td>
</tr>
<tr>
<td>Key Metrics</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Key activities you measure</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Cost Structure</th>
<th>Revenue Streams</th>
</tr>
</thead>
<tbody>
<tr>
<td>Customer Acquisition Costs</td>
<td>Revenue Model</td>
</tr>
<tr>
<td>Distribution Costs</td>
<td>Life Time Value</td>
</tr>
<tr>
<td>Hosting</td>
<td>Revenue</td>
</tr>
<tr>
<td>People, etc.</td>
<td>Gross Margin</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Key Metrics</th>
<th>Channels</th>
<th>Customer Segments</th>
</tr>
</thead>
<tbody>
<tr>
<td>Key activities you measure</td>
<td>Path to customers</td>
<td>Target customers</td>
</tr>
</tbody>
</table>

| | | |
| | | | |
1. Ecosystem Map

Provide an ecosystem map for your technology below. You may hand-draw, scan, etc. Feel free to use an additional page if the space below is insufficient.
## 2. Customer List:

<table>
<thead>
<tr>
<th>Name</th>
<th>Company</th>
<th>Job Title</th>
<th>Category</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td>(Ex.: User, Influencer,</td>
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<td></td>
<td></td>
<td></td>
<td>Recommender, Decision Maker,</td>
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<tr>
<td></td>
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<td></td>
<td>Economic Buyer, Saboteur)</td>
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</tbody>
</table>

| 1    |         |           |                               |
| 2    |         |           |                               |
| 3    |         |           |                               |
| 4    |         |           |                               |
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| 6    |         |           |                               |
| 7    |         |           |                               |
| 8    |         |           |                               |
| 9    |         |           |                               |
| 10   |         |           |                               |
| 11   |         |           |                               |
| 12   |         |           |                               |
| 13   |         |           |                               |
| 14   |         |           |                               |
| 15   |         |           |                               |
### 3. Customer Interview Guide

a. Customer Segment: 

b. Key Hypotheses to Test:

1. 

2. 

3. 

a. Key Questions to Ask:

1. 

2. 

3. 

4. 

5.
Customer Discovery Survey Summary

NOTE—if you are using the Innovation Within tool (provided in the Customer Discovery workshop) to assist with your Lean Canvas and Customer Discovery, you can export a PDF of your Lean Canvas and Customer Survey Summaries and upload it to satisfy the deliverable.

| PI name: |  |
| Proposal Title: |  |
| Innovation Manager: |  |
| Advisor: |  |

<table>
<thead>
<tr>
<th>Name/Company/Title</th>
<th>Category (Ex.: User, Influencer, Recommender, Design Maker, Economic Buyer, Saboteur)</th>
<th>Summary of Discussion with Interviewed Customer</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2</td>
<td></td>
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<tr>
<td>3</td>
<td></td>
<td></td>
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<td>4</td>
<td></td>
<td></td>
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<tr>
<td>5</td>
<td></td>
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</tbody>
</table>
**Pitch Practice**

The following topics should be covered in your presentation although the order and time spent on each is at your discretion. Prepare for a 10-minute pitch with 15 minutes of discussion.

**NO SLIDES will be allowed. You will be allowed a single-page (one-sided) handout to use to illustrate 2-3 key concepts from your presentation. Please distribute this to the audience at your presentation.**

- **Introduction & Team (15-45 seconds)**
  - In a few sentences, explain your technology/innovation and introduce your team.

- **The Problem (30 seconds – 1 minute)**
  - Describe the qualitative and quantitative view of the problem. Using a story or scenario is helpful.
  - Describe any disruption in market that might provide an opening for your technology

- **The Solution (1-2 minutes)**
  - Describe the product or service you envision.

- **Benefits (1-2 minutes)**
  - Describe the benefits of the solution and how it addresses the problem/opportunity you have presented.

- **Traction (60-90 seconds)**
  - Do you have a prototype? Completed solution? Describe where the technology is in its development.
  - Patents filed
  - Signed contracts with partners, if any. Customers if any.

- **Market Size (30 seconds)**
  - How large is the addressable market?
  - How is the market segmented?

- **Go to Market plan (30 seconds)**
  - Who are the decision makers and influencers within your prospect customer?
  - How will you reach them?

- **Competition (30-60 seconds)**
  - Describe direct and indirect competition
  - Highlight your differential advantage

- **Need for and Use of Innovation Funding (30 seconds)**
  - What still needs to be done after this funding to get to license or to market?
  - Discuss key milestones that funding will be used for
  - How will spending the money advance commercialization?

- **Close**
Appendix B

WE-REACH Project Application

Proposal Format and Guidelines:

Proposal submissions must include the following information according to the format provided and should not exceed the stated page limits. *Maintain 0.5-inch page margins throughout document and use no smaller than Arial 11pt. font.* Convert proposal documents into a single PDF, in the order listed below, and upload to the “WE-REACH Application Portal” hosted by CoMotion at [https://uwcomotion.chronus.com/](https://uwcomotion.chronus.com/).

I. **Cover Page (1 page)** – Provide the project title, names of the PI(s), budget amount requested, and a one-paragraph abstract of the project.

IIA. **WE-REACH Application Form (1 page)** – Compliance and the Use of Human Subjects and/or Vertebrate Animals Departmental & Dean Authorization

III. **Project Description (6-page maximum; equal distribution between IIA & IIB recommended)** – The WE-REACH program is focused on translational research and designed to accelerate commercialization of promising technologies into commercial products. Early stage research projects (i.e. hypothesis testing, R&D, or basic research) will not be considered.

*Please use these headings in the body of your proposal and adhere to the page limits:*

IIA. Project basic information for WE-REACH proposal

1. **Background:** Describe the scope and nature of the problem the technology will be designed to address and give a brief description of the solution. Some elements to include are the disease burden, market space in which the product would operate, and comparison of your solution to the current and predicted standard of care, including target product profile if applicable.

2. **Unmet Need:** Clearly state the unmet need being addressed by the technology and provide evidence to support the need from multiple stakeholder perspectives (ex. patient, clinician, payer).

3.a. **Proposed Product/Solution:** Describe the proposed solution, the setting in which it will be utilized (ICU, in-patient, out-patient, primary care physician, etc.), and the primary patient population / indication for use. Characterize the expected benefit from the technology and how it will enhance current or predicted (when this product will be on the market) standard of care or replace the current standard of care. What is the evidence to support the expected benefit?

3.b. **Traction:** Provide a brief synopsis of your preliminary data. Provide an overview of the envisioned product and the current state of technology development.

4. **Market Size:** Define the total and addressable market size, and target price of the technology. Support your market size and descriptions with evidence about current technologies or approaches to
address this indication. Define a specific patient segment of those suffering from the specific targeted disease. What are the market population trends and projections?

5. **Competitive Landscape:** Define the competition mix (companies, products, substitutes and shifting landscape) for the technology. Think particularly about how the disease will be treated when the technology/product gets to market. How is the landscape shifting or projected to shift?

6. **Intellectual Property:** What is the IP protection strategy for the technology (e.g. patent, copyright, trade secret, etc)? Include a list of the various types of IP filed or granted (There must be at least an invention disclosure filed with your institution’s Office of Technology Transfer to qualify for funding). Include the following information:

| Patent application number, issued patent number, trademark registration number, copyright number, etc. | Title: Status and date | For a patent/patent application the major types of claims |

7. **Differentiation:** Explain how the proposed technology is better than current options/technologies and is an advancement in the current market direction. Provide data to support this, and *in lieu* of actual data, describe what data would be needed to justify the differentiation. Describe how it’s better than current options/technologies, including those currently in clinical trials.

8. **Regulatory Path (if applicable):** Describe the expected regulatory pathway for the technology and identify which FDA division will regulate the technology. Describe foreseeable regulatory risks or accelerated programs that could impact the technology development. Comment on the clinical trials considerations and how those might impact the regulatory approach. Please also include information on technologies that are currently in development.

9. **Reimbursement Path (if applicable):** Define similar product(s)/service(s) that is (are) currently being covered for the indication your technology targets and identify relevant CPT/DRG/APC Codes and their reimbursement rates. If no code exists, how will the technology be paid for?

10. **Commercialization Potential and Follow-On Funding:** Identify how much funding is needed to get the technology to a viable ‘exit’ or inflection point for commercial investment. Define the funding requirements to achieve each milestone and each go/no-go decision point for the proposed project. Projecting beyond the completion of the proposed project, estimate the key milestones that need to be achieved and the total funding required to bring the product to a commercial exit. Include an estimate of the long-term return on the overall investment.

**II.B. Project Plan for WE-REACH support**

1. **Project Plan:** Provide a brief outline of your overall project plan including key intermediate milestones and the final goal to be achieved at the completion of the project. State the metrics that will be used to determine if each of the aims and milestones has been met (e.g. “What does success look like?”). Identify go/no-go decision points and potential pivot points within the plan. Explain how this project
plan fits into the overall product development plan? Explain how achievement of each milestone increases the value of the technology.

The WE-REACH Executive Committee will be reviewing this section with the following questions in mind:
Is the research plan based on sound principles? Is the research plan feasible? Is the research plan clearly presented? Have your animal models and other experiments been vetted by regulatory consultants and/or experts from industry and investors? Does the research plan address the key outstanding risk?

2. Potential Risks and Mitigations: Define the potential risks (scientific, technical, personnel, market, and commercialization) that exist for the product development and the mitigation processes available to the innovator team or in place to correct for these.

III. Supporting Documents (not included in 6-page limit)

1. References

2. Personnel and description of their roles in the proposed project; plus Biosketch

Outline the relevant skills, experience, and roles of the individuals working on the project, both during the award period and after while the technology is being further commercialized. Does the application include collaboration with a clinical investigator who interacts with patients and/or conducts clinical research?

Provide the institutional affiliation, role, and relevant background and expertise of the individuals on the team. Include NIH format biosketches for key personnel, https://grants.nih.gov/grants/forms/biosketch.htm.

3. Additional information

A. Revised Lean Canvas
B. Customer Discovery Forms (Discovery worksheet & Survey Summary)
C. Target Product Profile
D. GANTT Milestones & Timeline—Milestones, Timeline (submitted as a separate Excel file)

Please include proposed milestones using the GANTT Milestones Template provided in Excel (final budget approved by Project Manager). You have the flexibility to build the plan you feel you will need to complete the proposed milestones. Final budgets are determined based upon project need and input from expert reviewers. Projects are typically funded in the $75,000-$150,000 range. A fraction of the total budget is allocated for project management and administrative costs.

Please use the provided milestone template and submit with your proposal.
WE-REACH Application Form

Full Name _______________________________ Rank _______________________________
EID _______________________________ Box Number _______________________________
Department _______________________________ E-mail _______________________________
Phone _______________________________

Where appropriate, include indications of approval. Submission to the appropriate approval committees is not necessary until after an award is made.

YES ☐ NO ☐

1. Has the work that is the subject of this proposal already been disclosed to UW CoMotion? If YES, please list the name of the Innovation Manager in UW CoMotion: _______________________________

2. Is the work that is the subject of this proposal related to an existing license, industry agreement or relationship?

3. Will the project require additional space?

4. Will the proposed project be conducted off campus?

5. Does the proposed research involve: radionuclides__; x-ray__; pathogenic organisms__; human or animal blood__; cell, tissues, body fluids__; recombinant DNA__; chemical carcinogens-mutagens-teratogens__; diving__?

6. Does the proposal involve the use of human subjects?

7. Does the proposal involve the use of animals?

8. Is more than one department, school or college involved in the proposal?

9. Is an interdisciplinary facility or service center involved?

10. Are researchers or facilities at another university, government agency, or other institution involved?

11. Will restrictions on information or security classification be required?

12. Are any special resources required, e.g., expanded library services or materials, purchase of special services?

13. Does the proposal represent a continuation of work previously or currently supported by other funding?

14. Have you previously submitted a proposal to the Royalty Research Fund generally? If so, when?

15. Have you previously submitted a proposal to the CoMotion Innovation Fund specifically? If so, when?

Budget Estimate (in Percent): This estimate is to inform your department of anticipated award funding and allocations. The actual budget and categories will be determined after an award is made.

Salaries and Wages 01 ____________________ Signatures ____________________________
Contract Personal Services 02 ____________________
Other Contractual Services 03 ____________________
Travel 04 ____________________
Supplies and Materials 05 ____________________
Equipment 06 ____________________
Retirement and Benefits 07 ____________________
Operating Fee/Tuition 08 ____________________
TOTAL BUDGET ____________________

By signing, the PI agrees to abide by all CoMotion Innovation Fund policies and procedures and accepts responsibility for any budget deficits.

Approved ____________________________ Chair/Director ____________________________ Date

By signing, the Dean confirms that the applicant holds an eligible faculty rank, or has PI status.