

# The Proposal

Please be sure to fill in ALL sections.

Page #1

## Please provide the following information for the Company Corporate Official

First Name \_\_\_\_\_  
Last Name \_\_\_\_\_  
Company \_\_\_\_\_  
Address: \_\_\_\_\_  
City: \_\_\_\_\_  
State: \_\_\_\_\_  
Zip Code: \_\_\_\_\_  
Phone \_\_\_\_\_  
Email \_\_\_\_\_

## Please provide the following information for the Company Project Manager

First Name \_\_\_\_\_  
Last Name \_\_\_\_\_  
Company \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_  
State \_\_\_\_\_  
Zip Code \_\_\_\_\_  
Phone \_\_\_\_\_  
Phone Ext. (Optional) \_\_\_\_\_  
Email \_\_\_\_\_  
Total Number of Full Time Employees \_\_\_\_\_  
Length of Work Effort (number of months) \_\_\_\_\_  
Project Title \_\_\_\_\_  
Project Summary (Technical) Abstract (Non-Proprietary). Please provide a one-two sentence summary. \_\_\_\_\_

**1 A. Market Opportunity - Uniqueness and Proprietary Nature**

1 A. Describe the market opportunity being pursued. Describe what makes your project significantly different and competitive -- in the target markets. Limit your response to about 350 words

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**2. Funding Effort**

2. If you receive funding, how will you achieve technical success? Describe the engineering/scientific and technical resources you plan to use. Limit your response to about 350 words

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**3. Measurable Milestones, Likelihood of Success**

3. If the project is completed, based on your business model, what measurable milestone(s) will be achieved? Further, what is the likelihood of success for your commercialization plan and what, if any, other risks or challenges remain? Limit your response to about 350 words

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**4. Product, Process or Service To Meet Market Opportunity**

4. Demonstrate how your project will achieve the innovation and/or diversification desired in current markets, new markets or both. Limit your response to about 350 words

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**5. Market Opportunity - Size and Penetration**

5. Describe the market opportunity in terms of its size and your potential penetration. Limit your response to about 350 words

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**6. Market Opportunity - Differentiation**

6. Demonstrate how your project will have market differentiation for the potential customers. Price and features important to the customer should be discussed. Limit your response to about 350 words

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**7. Sales Activities**

7. Demonstrate how your company will meet follow on commercialization sales activities required for success. Limit your response to about 350 words

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**8. Financial Leverage**

8. Describe how your efforts will be leveraged by the grant. If needed, how will you attract follow on investments? Limit your response to about 350 words

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**9. Economic Impact**

9. Describe how your efforts will impact job growth and/or sales in Connecticut. Limit your response to about 350 words

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 **Project Budget - Direct Labor - Complete as many rows as applicable. Example: \$ 000,000 where applicable**

	Type of Responsibility	Rate or Salary	Grant Funds Budgeted
1.	_____	_____	_____
2.	_____	_____	_____
3.	_____	_____	_____
4.	_____	_____	_____
5.	_____	_____	_____
6.	_____	_____	_____
Totals	_____	_____	_____

	Company Matching Funds	Total Funds
1.	_____	_____
2.	_____	_____
3.	_____	_____
4.	_____	_____
5.	_____	_____
6.	_____	_____
Totals	_____	_____

 **Project Budget (Optional) - Contracted Services - Complete as many rows as applicable**

	Contractor(s) and Scope	Rate	Grant Funds Budgeted
1.	_____	_____	_____
2.	_____	_____	_____
3.	_____	_____	_____
4.	_____	_____	_____
5.	_____	_____	_____
6.	_____	_____	_____
Totals	_____	_____	_____

	Company Matching Funds	Total Funds Budgeted
1.	_____	_____
2.	_____	_____
3.	_____	_____
4.	_____	_____
5.	_____	_____
6.	_____	_____
Totals	_____	_____

 **Project Budget (Optional) - Material Costs - Complete as many rows as applicable**

	Item	Rate	Grant Funds Budgeted
1.	_____	_____	_____
2.	_____	_____	_____
3.	_____	_____	_____
4.	_____	_____	_____
5.	_____	_____	_____
6.	_____	_____	_____
Totals	_____	_____	_____
Grand Total	_____	_____	_____

	Company Matching Funds	Total Funds Budgeted
1.	_____	_____
2.	_____	_____
3.	_____	_____
4.	_____	_____
5.	_____	_____
6.	_____	_____
Totals	_____	_____
Grand Total	_____	_____

 **Company Commitment Letter**

Dear Ms. Santy: This letter will serve to document the proposed participation of [insert name of company] in the proposed CT Small Business Innovation and Diversification Program (SBIDP). In addition we acknowledge and agree to abide by the following terms and conditions Terms and conditions and representations:

- Our participation is part of the CT SBIDP program, whose primary objective is to enable firms to design and develop innovative technologies that diversify the company’s portfolio of products thereby retaining/increasing sales and employment in the State.
- We recognize that the SBIR Office at CI has been charged and funded to develop this pilot effort and funding agreements will be executed between CI and the Company once a proposed project is selected for support.
- [INSERT Our Company] is a legal entity with principal offices at (COMPLETE PHYSICAL ADDRESS), Specify which form (Full C; LLC; S Corp; Partnership; sole proprietorship, with principal offices in CT ; We are incorporated in the state of \_\_\_\_\_ and are in compliance with all applicable laws and regulations.
- Given the pilot nature of this program, we shall use best efforts to work cooperatively in this program, including direct feedback and input to the CT SBIR Office at CI.
- Further, our Company is willing to engage in due diligence discussions and site visits with CT SBIR as part of the review process.

Sincerely,  
Name  
Title

Please Fill  
In All  
Boxes

State of Incorporation

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Company Name

\_\_\_\_\_  
\_\_\_\_\_

Company Address (Street, City, State, Zip Code)

\_\_\_\_\_  
\_\_\_\_\_

Company Type (C corp, S corp, LLC, Sole Proprietorship, etc.)

\_\_\_\_\_  
\_\_\_\_\_

Owner/CEO - Print Your Name - Electronic Signature

\_\_\_\_\_  
\_\_\_\_\_

Title

\_\_\_\_\_  
\_\_\_\_\_