

## Request for Proposals for “Grow Iowa Values Fund” Grants Competition Spring 2008

The Office of the Vice President for Research & Economic Development is pleased to announce the fourth round of the grants program designed to expand the commercialization of ISU technology. The grants program is supported by Iowa economic development appropriations to the Board of Regents (“Grow Iowa Values Fund”).

The funds are to support the development of **ISU innovations with commercial potential** and to help more ISU technology reach the marketplace as the foundation for new Iowa companies and/or the growth of existing Iowa companies. The funding is intended to support a wide-range of stages in technology development, from the initial research concept (prior to intellectual property disclosure), to proof of concept, to licensing and commercialization. All proposals should have a clear commercial benefit or potential for the state of Iowa. Interdisciplinary proposals are encouraged.

Competition for funding will occur annually. Up to \$1,325,000 in grant funding will be available this fiscal year (FY09). Funding per project is expected to range from \$25,000 to \$200,000 and a typical project would last 12 to 18 months.

All proposals must demonstrate collaboration with at least one Iowa company (or company with an Iowa presence). Successful proposals will demonstrate a high potential to lead to one or more of the following:

- New Iowa companies and/or jobs created based on ISU technology.
- Increased sales and/or profitability of Iowa companies developed from or utilizing ISU technology.
- Improvements in the products and/or practices of Iowa companies.
- New ISU technology licensed to Iowa companies.
- Increased funding for research from Federal agencies (SBIR/STTR, NSF, NIH, etc.)

### **Procedure for Proposal Submission**

Please use the proposal form included at the end of this RFP. An individual may only participate in a maximum of two proposals. S/he is allowed to serve as **Principal Investigator** on only one proposal. If this proposal is related to a start-up company based on ISU technology and started by an ISU faculty/staff member, the ISU faculty/staff member should be listed as the **Company Partner** and not as a PI or Co-PI (see sample cover sheet below).

Each proposal should be brief and to the point **in 12 pt font with 1” margins**. **Proposals must include:**

- A **cover sheet** (**one** page maximum) that includes the project title, the names and email addresses for the ISU participants, and an executive summary.
- A **project description** (**three** pages maximum). This should describe the scope of the work, the technology to be developed, project deliverables, and the commercialization potential for Iowa. The technical description should not exceed two pages and the information about

commercialization should not be less than one page. A summary of the anticipated market and competitors should be included.

- A **budget** (one page maximum). A budget justification should detail the planned expenditures and the amount and sources of matching funds. A different column should be used for each source of matching funds (i.e. ISU match in one column and an industry match in a separate column). A sample budget page is attached.
- Supporting documents (three pages maximum). Letter(s) of support from collaborating companies or collaborating organizations in Iowa are required. If the proposal is in support of a start-up company, letter(s) of support from potential customers are strongly encouraged. Letters of support from non-collaborating companies or organizations may be included. Letters of support from ISU colleges/departments/centers/etc. should not be included. Biographies/CV's for the participants should not be included.

Proposals missing required information or not meeting formatting standards may be rejected.

### Matching Funds Requirement

Each proposal must demonstrate **one-to-one matching funds**. Most sources of funding can be used as matches. Examples include:

- The university general fund, including faculty and staff salaries (even if these are from multiple sources), start-up funds and recruitment packages
- Indirect cost recovery funds
- Federal funds
- Industry funds – cash or in-kind support (cash support is encouraged)
- Private gifts and endowments
- Pappajohn Center donor support
- Funds generated by the Research Park

*State appropriations specifically directed to economic development programs at Iowa State University cannot be used as matches.* Please contact Lisa Lorenzen (llorenze@iastate.edu) in the VPR office if you have specific questions regarding the ability to use matching funds.

### Submission and Review Procedure

All proposals will be reviewed and ranked by the administering college of the Principle Investigator for technical merit and by a commercialization team for commercial potential before being reviewed by a Final Review Committee, which will recommend funding to the Provost and President. Prior to College review, the Colleges will receive guidance on evaluation criteria and a standard evaluation sheet to assist in the evaluation process. The Final Review Committee will consist of representatives from the Council of Deans, the Office of the Vice President for Research, the ISU Research Park/Pappajohn Center, the ISU Research Foundation and individuals from the private sector.

Each proposal should have only one Principal Investigator, but may have additional Co-Principal Investigators. The proposal should be submitted to the VPR Office in PDF format ([industry@iastate.edu](mailto:industry@iastate.edu)) by the end of the day **April 18, 2008**. The funding decisions will be announced no later than **June 30, 2008** with funding available shortly after.



### **Evaluation Criteria**

Proposals will be evaluated for their potential to grow and enhance Iowa’s economy. Each project will be ranked according to the following criteria. Each proposal should specifically address how the proposed project will address these criteria.

- Probability of technical success, e.g. potential to further develop the technology for an industry need or new product idea.
- Probability of commercial success, e.g. how the project will lead to an Iowa start-up or help an existing company.
- Magnitude of economic impact, measured in numbers of jobs created or retained, investment made in Iowa, or amount of other economic activity created.
- Potential to lead to future funding from non-ISU sources
- Potential to strengthen ISU’s research capabilities or capacity
- Participation of industry partners

### **Assistance in Preparing Proposals**

All persons considering applying for a “Grow Iowa Values Fund” grant are encouraged to contact one or more of the individuals listed below for advice and assistance in the creation of a successful proposal. These people will also be able to answer questions about the purpose of the funding and the evaluation criteria. These individuals also will assist with project management after the proposals are funded.

<b><u>Name</u></b>	<b><u>Specialization</u></b>	<b><u>Contact Information</u></b>
Kim Bentley	Engineering	kbentley@iastate.edu
Eddie Boylston	Engineering & Software	latinusb@iastate.edu
Renate Hippen	Chemistry and Chemical Sciences	rhippen@iastate.edu
Kris Johansen	Microbiology & Entrepreneurship	kajohans@iastate.edu
Brian Muff	Chemistry and Chemical Sciences	bmuff@iastate.edu
Lynne Mumm	Agriculture & Environmental Sciences	lmumm@iastate.edu
Mark Reinig	Economic Development	mreinig@iastate.edu
Mike Upah	Entrepreneurship	mjupah@iastate.edu
Dario Valenzuela	Biotechnology & Life Sciences	dariov@iastate.edu

### **Future RFPs for the “Grow Iowa Values Fund” Grant Program**

The Office of the Vice President for Research & Economic Development anticipates that Requests for Proposals (RFP) for the “Grow Iowa Values Fund” grants will be announced annually for as long as funding is available. Please read carefully the application instructions for any future RFP, because the application and review procedures may change as we optimize the RFP and review process.

**Proposal for “Grow Iowa” Values Fund Grant Program**

**Project Title**

**PI:** Name, Department, Campus Address, Email

**Co-PI:** Name, Department, Campus Address, Email

(List others as needed)

**Company Partner(s):** Company, Contact Name, Address, Email, Phone

(List others as needed)

**Has this or a similar proposal been submitted in previous years to the GIVF competition?**

**YES / NO**

**If yes, please explain how this proposal is different (150 word maximum):**

**EXECUTIVE SUMMARY** (Not to exceed 300 words on this page in non-technical language.)



**Budget**

<b>Category</b>				<b>Requested Amount</b>	<b>ISU Cost Share</b>	<b>Company Cost Share*</b>	<b>TOTAL</b>
<i>Faculty</i>							
<i>P&amp;S</i>							
<i>Postdoc</i>							
<i>Grad Student</i>							
<i>Undergraduates</i>							
Salaries & Wages Total							
Fringe Benefits Total							
Equipment							
Travel							
Student Tuition							
Materials & Supplies							
Other Direct Costs							
Subcontract							
<b>Total Cost</b>							

\*Please add additional columns if more than one company is providing cost-share.

**Budget Justification:**

**Explanation of Cost Share:**