



Name of Scheme: UTAS Commercialisation Seed Fund (UCSF)

Objectives of Scheme:

The objectives of the UCSF is to bridge a gap for researchers and academics who are in the process of commercialising UTAS intellectual property (IP) and need assistance to progress the commercial and market elements of their project. The funding amount on offer is intended to enable activities such as: market intelligence, a prototype, e-commerce driven web capability, a route-to-market strategy, business plan, have engaged in travel to negotiate with potential funding partners or collaborators or similar commercialisation preparation activities. In recognition of the size and risk profile of these grants, the application process is deliberately streamlined to minimise bureaucracy. Applications will be assessed on merit.

Delivery of application: The final version of the complete application (Part A and B) should be sent to Polly McGee, either by hard copy (Private Bag 90) or electronically (lxmcgee@utas.edu.au)

Closing date of Scheme: UCSF is a competitive rounds based scheme offered twice per annum.

Outcome of Decision: Notification of outcome will be within 30 days of closing date.

Eligibility Requirements:

To be eligible for the UCSF funding the applicant must be a staff member of UTAS who is tenured or on a minimum 3 year contract, and who is commercialising IP generated in the course of their UTAS research. Untenured staff may apply in conjunction with a tenured staff member with whom they are developing the IP. Applications from part-time staff working 0.5 or greater appointment will be accepted. In their application applicants must address the eligibility criteria, and be able to demonstrate sound commercial reasoning for the funding request, backed up by documentation such as quotes where required. Applicants must have met with a representative of ROCU or UniQuest prior to submitting an application and have a clear IP protection strategy in place to be eligible to apply.

Round Notification:

Potential applicants will be notified of the commencement of a round via email and on the UTAS website through the ROCU portal. The application period will last for 14 days from commencement. Applications received after close of business on the final day of the application period will not be considered. There will be no extensions given to this period of time for any reason. ROCU staff will be available to assist with advice on the UCSF application and answer queries about the process. Assistance with filling out the application will be limited to generic advice, rather than advice about a specific project.

Application Process

Applicants can access the application forms and guidelines from the ROCU website http://www.research.utas.edu.au/rocu/researchers_index.htm . The form is designed to be simple and straightforward to provide sufficient information about your project and budget for the selection panel to assess. It is recommended that you contact Polly McGee at ROCU for assistance with your application if you require lxmcgee@utas.edu.au or phone 0488 301 143 or x7186. There are 3 parts to the application, an information section for your details and to establish your eligibility, a selection criteria that asks for a description of your IP, the specific element of commercialisation and its outcomes and estimated timeframes. You will then be asked to submit a quote for the work to be undertaken. This demonstrates the stage you are at and that you have a clear idea of your costs and commercial pathway, it also demonstrates that you are able to undertake the process in the 12 month timeframe and have identified the commercial partners you will be working with. For example if you are building an e-commerce site, you would supply a quote from the web designer/software engineer for the work to be undertaken.

Selection Process:

Applicants will be assessed against the eligibility criteria set out in the application form. The Assessment Panel will be Chaired by the PVC-R and consist of the BDM of ROCU, both UniQuest MICD's and 1-2 members of the academic community with commercialisation expertise. All applicants will be notified of the decision of the UCSF panel within 30 days of the closing date for the round. There is no appeal process. Unsuccessful applicants will be encouraged to meet with ROCU to discuss ways of improving the competitiveness of their future applications.

Successful Applicants:

Successful applicants will receive a short form agreement with their letter of success outlining their obligations on accepting this funding. Once signed and returned to the PVC-R, the applicant will receive 100% of the approved funds. Funding must be acquitted by successful applicants within 12 months of award, and a report documenting the outcomes and expenditure acquittal must be submitted. Unspent funds will be recovered if not spent within the 12 month period.

Eligible Expenditure:

The following activities are eligible expenditure under the USCF program:

- Prototype development
- Marketing and PR strategy and materials
- Business planning and strategy
- Investment planning and acquisition including travel for pitching and presentations
- Attendance and stall costs at a trade-fair inc airfares
- Web, ecommerce development and digital strategy planning
- Trade marking and branding
- Beta testing of software
- Manufacturing strategies

Other activities will be considered on a case-by-case basis. Each budget item must be justified within a commercialisation strategy outlined in the application and fully costed prior to application. This must be demonstrated by a quote from the relevant consultant or company detailing the estimated costs of work to be undertaken.

Ineligible Expenditure:

The following activities are eligible expenditure under the USCF program:

- Further research
- Lab testing
- Conference participation, unless to a trade fair or similar for sales purposes
- IP advice, patent costs
- Business set up costs ie accountants, legal fees, incorporation expenses
- Rent, plant hire etc
- HR costs or salary expenses
- Consumables and entertainment expenses

UTAS Commercialisation Seed Fund (USCF) – Application Form Part A

Part A: Applicant to complete:	
1. Name:	
2. School/Institute	
3. Appointment Commencement Date:	_____
4. Appointment Level:	_____
5. Appointment Type:	<input type="checkbox"/> Tenured <input type="checkbox"/> Tenurable <input type="checkbox"/> Contract Length of Contract _____ year/s
6. Project budget request to Research Division (max \$5 000)	\$ _____
7. Project budget contribution from School (if any).	\$ _____
8. Total Budget	\$ _____
9. Are you commercialising UTAS IP	Yes/No
10. Have you consulted with ROCU or UniQuest prior to submitting this application?	Yes/No
11. Have you a current IP protection strategy?	Yes/No
If you answered no to any of these questions, please contact ROCU to discuss your eligibility prior to submitting an application.	

UTAS Commercialisation Seed Fund (USCF) – Application Form Part B

<p>In less than 400 words explain your</p> <ul style="list-style-type: none"> commercialisation opportunity how the USCF expenditure will contribute to its commercialisation how you will complete the project within 12 months 	
Please insert a detailed budget, including quotes to justify expenditure:	

Part C – Please attach a short CV

Agreement to Part A, Part B and Part C

Applicant

Head/Director

Name: _____

Signature: _____

Signature: _____

Date: _____

Date: _____

Delivery of application: The final version of the complete applications (Part A, B and C) should be sent to Polly McGee, either by hard copy (Private Bag 90) or electronically with scanned signature page (lxmcgee@utas.edu.au).

Opening date of Scheme: 21 October 2009
Closing date of Scheme: 4 November 2009