APPLICATION TEMPLATE:

1. Applicants will be directed to a simple Qualtrics form to collect basic information/data for tracking.

2. All applicants should e-mail a PDF of their grant proposal to orangeinnovation@syr.edu

   a. The PDF should be titled and saved in this format: **Name.Date**
      i. For example: MarySmith.9.27.2024
      ii. This naming convention is important for tracking applicants and date of submission.
      iii. Applications will not be accepted after the deadline.

   b. The proposal should be approximately seven pages (up to 12 pages if needed). Style guidelines:
      i. Single space, 12-point typeface, margin size from .5 to 1 inch.
      ii. Please run spell check and syntax check before submitting.
      iii. While you can use AI to assist with research and writing, be sure to have an extremely good grasp of what you are proposing, since you will be asked detailed questions if/when you are asked to pitch to the review committee.

3. The proposal should be **ONE DOCUMENT** saved as a **SINGLE PDF**. It should follow this table of contents:

   a. Cover letter with your contact information
   b. One-page executive summary
   c. Proposal and case for support (if you have written a formal business plan, you may use that for this section)
      i. What is the problem you are solving?
      ii. What is the technology (hardware or software) you are developing to solve it?
      iii. What customer discovery have you done and what has it indicated?
      iv. What is the addressable market potential for this technology?
      v. What is the competitive landscape and your differentiator/value proposition?
      vi. Who are your strategic partners and what are their roles?
      vii. Do you have letters of intent from customers or strategic partners?
      viii. What is your business model?
      ix. What traction have you achieved to date?
      x. What is your commercialization roadmap?
      xi. What is the proposed use of these funds?
      xii. What product development/commercialization milestone will you accomplish with this funding and what gaps will remain on your commercialization roadmap?
      xiii. Who is your team?
      xiv. Who are your advisors and mentors?
      xv. How will you measure success?
      xvi. Why should we fund you?
      xvii. Include website, social media links
   d. Project scope/description (required) budget
   e. Project timeline
   f. Team resumes (these do not count against page length)
   g. Support letters (these do not count against page length)
   h. Supplemental materials (these do not count against page length)
      i. Feel free to include a slide deck in PDF format (if you have one) integrated into the single PDF. It is not required. If you do decide to submit one, do not submit it separately.
      ii. Any other visuals that you think would be compelling. Not required, but if you do submit, do not submit separately.

REMINDER: THE PROPOSAL NEEDS TO BE A SINGLE PDF. DO NOT SUBMIT THESE ITEMS SEPARATELY.