

**Yorkshire Concept: Proof of Commercial Concept Fund**

Application Form (max 10 pages).

**CONFIDENTIAL**

Proposition title		Ref no.
HEI		
School / Research Institute/Department		
HEI contact		
Contact details	E-mail:	Phone:
Proposition manager		
Contact details	E-mail:	Phone:

Amount required from Yorkshire Concept	
Source of matching amount committed by the HEI	
Date of Application	

Proposition start date	Proposition end date
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Proposition Summary ( max 250 words).

**THIS APPLICATION MUST BE SIGNED BY THE FOLLOWING:**

Title or equivalents	Signature	Date
Proposition Manager		
Director of School/ Research Institute or equivalent		
Director of Tech Transfer Office or equivalent		

<b>APPROVED by Chair of Yorkshire Concept Board</b>		
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**The Invention**

What is the technology base of the idea? Can any Intellectual Property invested in the concept be protected? How otherwise would the idea be protected? How is it proposed to develop the concept into a proof of commercial concept proposition? Remember this is after proof of principle is proven. What cost, competitive and other advantages does the new project bring? What level of costs and margins might the new product/technology bring? What resources are required? What is the development period? How does the proposal scale?

**Industry Partners and Markets**

Does the opportunity address real market needs? Can you evidence this? What is the exact market? How big are the potential markets? Who are the key players in those markets? What commercial relationships do you already exist and how can these help shape proof of commercial concept? How does this impact on the route to market? Would the project generate new relationships? Who are your competitors?

**Risk Assessment**

What are the perceived risks associated with the Proposition and what contingencies are developed to address them? Are the risks high/low/medium in likelihood? Are the risks high/medium/low in impact?

Description	Likelihood	Impact	Mitigation	Responsibility

**Further risk comments:**

**Budget, Work Programme and Milestones** What is the work programme and what will be achieved over the period? What are the start date and end dates? What are the Proposition costs? Who are the Proposition team members and what are their roles? Who is the team leader? If the Proposition is anticipated to take more than 12 months ensure the reasons are clearly explained? Where salaries include the job titles should be clearly stated. NB: IP and overhead costs are ineligible.

**PROPOSITION COSTS<sup>1</sup>**

**2008/9**

1) Eligible Expenditure	J	F	M	A	M	J	J	A	S	O	N	D	Total
Staff Salaries													
Marketing													
Travel & Subsistence													
Office Consumables													
Proposition Materials													

<sup>1</sup> If the Proposition spans two financial years, duplicate this form to cover each year. HEI financial years are run 1.8 – 31.7 application November 2008

Professional Services													
Other													
<b>TOTAL EXPENDITURE</b>													
<b>2) Funding source</b>													
YF Single Pot													
HEI's Own Funds													
<b>TOTAL FUNDING SOURCE</b>													

**Outputs, Milestones<sup>2</sup> and Targets<sup>3</sup>**

Outputs/ Milestone/Target	J	F	M	A	M	J	J	A	S	O	N	D
Jobs created (YF)												
Businesses created (YF)												
Businesses supported (YF)												

**Commercialisation exit strategy.** What is the exit or commercialisation strategy? All Propositions will be asked to produce an exit business plan two months before the end of the Proposition. In outline what is the envisaged likely route to commercialisation and why?

<sup>2</sup> It is important that all expenditure, output & milestone targets are realistic as the Proposition will be monitored on a quarterly basis against these. Any significant variance from these may lead to a withdrawal of funding

<sup>3</sup> Targets are Single Pot taken from the Yorkshire Forward business plan with achievement post Proposition from 2008/9 onward; information gathering will form part of post Proposition monitoring.

