

Written Impressions

Business and Marketing Communications

Additional Questions Specifically Designed for Research & Development / Technology Grants

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<http://www.wenportal.org/About/Staff.htm>

- 1. What is the problem being addressed?**
- 2. What is your solution?**
- 3. What approaches have been used before?**
- 4. How is it done today?**
- 5. What alternatives have been tried before?**
- 6. What are the shortfalls of state of the art and other alternative approaches?**
- 7. How do you overcome the shortfalls?**
- 8. What makes your approach unique, different?**
- 9. What is your secret sauce, what is the innovation that makes your approach workable?**
- 10. How do you know it will work?**
- 11. What are the benefits of your approach, qualitative and quantitative?**
- 12. What is the value to the user/customer? Quantify when it is commercialized broadly, what will be total impact for users, for military? For USA economy (5 E's - economy, employment, energy, environment, exports)?**
- 13. Who are the actual users/customers and where/how do they buy the current solution?**
- 14. Who are potential users that will be major customers and could be reviewers now and test sites later?**
- 15. Who are potential strategic partners who could be reviewers now, and test site partners or commercialization partners later?**
- 16. What are the outstanding issues today that must be researched, developed and demonstrated to show this is feasible?**
- 17. What are the 3 key questions that must be answered initially to show feasibility?**

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18. What are the necessary performance requirements for technical and commercial success?
19. How will you study the 3 initial key questions? What is your technical approach? What is your test plan?
20. How do you know your test plan will adequately address the 3 key questions? What facilities and expertise do you need to adequately answer the questions?
21. If feasibility is demonstrated, what will be necessary to develop and test a "near commercial" version of the technology?
22. Who is the principal investigator? Research team?
Test facilities? Technical advisers? Commercial advisers?