

PARK Fund Application Form - <Ref No>



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SECTION ONE

Executive Overview

DATE:

1. Title of the project			
2. Applicant University			
Royal Holloway, University of London			
3. Investment requested (£)			
4. PARK Board (Year and month)			
Year		Month	March
5. Fund applied for:			
POC: <input type="checkbox"/> POCII: <input checked="" type="checkbox"/> PARKII: <input type="checkbox"/> WSF: <input type="checkbox"/> <i>Right click and select properties – default value 'checked'. One box only</i>			
6. Provide an elevator pitch that describes the project			
<i>Approx 50 - 100 words that give an executive overview of the project</i>			

SECTION TWO
Project Description

1. Briefly describe how the idea works

Approximately 500 words that describe the basis of the idea. Include consideration of quality.

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2. Market Profile

a) Product offering / USP

Describe the unique features that differentiate the product from the competition.

b) Value Proposition

Define the market need, opportunity and differentiate between the Client (who might buy the idea) and the end user – that may benefit from the idea

i. Market need

What is happening in the external market? What trends / limitations are in the market that provides a gap with an urgent need?

ii. Client offering

What clients might be interested and why? How would they gain and why? Why would they see this as urgent?

iii. End user offering

Who would buy and why? What are they buying now? What is the urgency for this solution?

iv. Market opportunity

Describe the size of market and the market trends. Describe the short and longer term opportunities

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c) Competition

Describe competitors or those with similar ideas

d) Product development

Is there an opportunity to grow this into a 'family' / range of products? Describe

e) Alternative applications

Are there other ways that the technology could gain market success – describe

f) Project benefits (WSF Applications only)

Describe the benefits of the project

3. Business Profile

a) Anticipated Objectives & Outcomes

What is the ultimate project goal?

b) Financial Plan

Describe how the idea will generate profit. Will this become a spin off company / license deal / sale?

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c) Longer Term Prospects

How will the project attract the funding it will need in the future to go to market?

d) Risk Assessment & Analysis

What are the commercial and technological risks? How could these be overcome?

e) Sustainability (WSF Applications only)

How will the project become self sustainable?

4. Describe the status of IP and IP investigations

a) What IP is associated with the project?

b) Is IP assigned to the University? If not explain status.

Has the University been assigned all rights? If not, describe situation

c) Has UK Patent Office search been obtained?

If so, provide date & conclusions, If not, what is the status of application?

5. Long Term Project Plan

a) Progress to date

What has been done to date? What investment to date?

b) Project Plan

Describe the short and longer term plans for developing the idea with broad timescales. Describe plans for creating partnerships / lead customers. When will the project become commercial?

6. Provide a description of the PARK investment required

How Much? For what? When needed? Milestones & timescales.

a) How much is requested?

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b) Analysis of milestones

Milestone/Stage	Milestone (from start)	FEC (£)	Cost funded by this PARK application (£)
TOTAL		£38,180	£35,140

c) Overall view of funding

	Phase 1	Phase 2	Phase 3
PARK (cash)			
University (in kind)			
University (cash)			
Investors (in kind)			
Investors (cash)			
Collaborator (in kind)			

Note² = Supply of equipment £2500 per month

7. Describe the team that is developing the idea

What team needed? Who available? Track record of project leaders.

8. PARK return on investment

How will return be created – as revenue or capital and what timescales?

9. Other Investors

Are you / have you approached any other investors? – describe plans & status

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Supporting Information

10. Please list any documents available to support this application

These will not be submitted to the PARK board but will be made available to the Board Advisor

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11. Applicant Details

Applicant(s) Contact Details	
Name:	
Tel	Tel
Mobile	Mobile
e-mail	e-mail

12. Additional Information for University Projects

a. Biological Ethics? <i>Details of biological materials used; are any obtained from humans? Have ethical consents been obtained for commercial use</i>
b. Social, Environmental & Ethical benefits? <i>Potential important benefits to society: social, Environmental & Ethical</i>
c. Additional Information

Privacy Policy

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