

# Innovation Partnership

# Federal Marketing Assistance (FMA) Grant Application

**Section II**

**[Please note that before submitting the online application, this section must be saved as a separate document and converted to pdf format before being uploaded. Pages must be sequentially numbered.   
  
If you wish to include diagrams for the purposes of visual explanation, you may, however, keep in mind, that you should still be verbally describing what the diagram(s) exhibit. Including diagrams is NOT a substitution for a written narrative.]  
  
There is a limit of 11 pages for this section and a maximum pdf file size of 1MB.**

# *You may delete these highlighted instructions in your final Section II document.]*

# Planned Proposal Information

Please describe your project in the next few paragraphs and show how it addresses the solicitation topic. Divide your answer into the following three sections:

1. **Scope of Work**: What are your primary work objectives for this project? Specifically, what do you plan to do? If other organizations are collaborating, what will they do? What results do you hope to achieve?
2. **Innovation and Risk**: What factors distinguish this approach from alternative technologies or current methods of solving the problem? Highlight any scientific or technical risks and briefly mention contingencies.

**Matching Funds**: If matching funds are required for the eventual federal award, briefly indicate the source and type of these contributions.

TYPE YOUR TEXT HERE

# Commercialization

**Briefly describe one or more potential commercial applications that will become possible as a result of your project. What significant advantages does your innovation add to the market (better performance, lower cost, greater speed, higher efficiency, etc.), and who are your potential customers? For this discussion, government procurements are acceptable ‘commercial applications.’**

TYPE YOUR TEXT HERE

**Indicate the approximate sizes of the total market and the segments within those markets that you expect to address with this technology, along with a high level summary of the bases for your projections. Indicate whether you have any expressions of commercial interest from an outside source (advance POs, Letters of Interest, etc.)**

TYPE YOUR TEXT HERE

**Provide a concise overview of the current competitive landscape for your product.**

TYPE YOUR TEXT HERE

**Briefly explain what obstacles you will have to overcome in order to gain market acceptance for the product and mention how you intend to approach your potential customers.**

TYPE YOUR TEXT HERE

**How does the proposed project fit into your overall commercialization plans? What will the impact be on your company if you do not win the federal contract?**

TYPE YOUR TEXT HERE

**Economic Impact**

**Provide a rough forecast of sales for the next 5 years plus an indication of what basis you have used to estimate sales growth (population growth, new regulations, market trends, etc.). For lengthy development efforts, such as new drugs, extend the forecast to cover at least two years of customer revenue (i.e. revenue other than R&D contracts).**

**In the next 5 years, what do you forecast will be the numbers of new jobs, additional revenue, dollars of export sales or other economic measures?**

TYPE YOUR TEXT HERE

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# Project Team

**Please identify and provide a brief summary of the qualifications of 1) the Project Leader, and 2) other key members of the project and business team including manufacturing, business development, marketing and sales. Where applicable, indicate any prior experience working with federally funded research projects. If personnel gaps exist, summarize your plan for filling the need in the future.**

TYPE YOUR TEXT HERE

# Requested Proposal Preparation Assistance

|  |  |  |  |
| --- | --- | --- | --- |
| Please indicate the purposes for which you are seeking financial assistance (Put an **X**  next to all that apply): | | | |
|  | Research assistance |  | Data Searching/Acquisition |
|  | Proposal preparation and reviews |  | Partnering Meetings |
|  | Seminar/Workshop attendance |  | Marketing or sales Representatives |
|  | Travel to federal agency |  | Other (please describe below) |
| OTHER Description: | | | |
| Why do you believe this assistance is needed to strengthen your proposal? You should support each item checked above. | | | |
|  | | | |
| If a consultant, proposal writer, or other professional service provider is to be hired to help with your proposal, please provide name, address, and a brief description of their qualifications. | | | |
|  | | | |
| Provide an outline of your schedule for pursuing the federal R&D opportunity. If there are major milestones (such as receiving a review from a white paper submission) please indicate these. | | | |
|  | | | |

**End of Document**