TRI Research Day - TechnoVation Award 2015

Proposal Paragraph 1: Concisely present evidence that your project is:

1) Addressing an important need within a target beneficiary population
   - Describe the target population- who will buy and who will use your product?
   - Where will your product be used? (In clinics, at home, within the community)
   - How many people are in the target population? That is, how many people have this problem and will benefit from your solution?
2) Addressing a novel solution that does not already exist
   - Describe the end user's alternatives to solving the problem. What are they currently doing/using?
   - Discuss the ways that your solution is superior. Is it cheaper, faster, or more effective? Provide details.

Proposal Paragraph 2: List the three key barriers that must be overcome to generate a prototype invention/protocol through engineering development, or barriers that must be overcome to reach the clinical or community marketplace.

1) Some potential barriers may include questions related to the following:
   - How will it be manufactured, distributed and marketed? Who will perform these tasks and what challenges might they face? Do you already have any partners on board?
   - Will your product be purchased out of pocket or will it have to go through an approval process so that the purchase can be reimbursed from the Canadian Health Care System?
   - What type of testing is needed to prove efficacy or safety of your invention?
   - What about intellectual property? Will your product have to be patented?
2) Explain your plan for overcoming each barrier listed above.

Proposal Paragraph 3: Summarize your provisional business plan for either: a) Transferring the technology to an external partner, or b) Securing the required support to take the resulting device or service to market independently. Defend your chosen path with a sound rationale explaining why it is appropriate.

1) Consider the following:
   - Do you have the resources to manufacture and market your product? If not, how will they be secured?
   - How will your product benefit an existing company? Will it extend their existing product line or open up new markets?
2) Note that your choices here will impact the barriers that you describe in your response to #2.

Reference Resources:

- **Need To Knowledge (NTK) Model** - A guide to innovation for technology-based commercial devices and services. Click on toolbox links throughout the model for helpful tools that can be used to answer key questions and complete development activities: http://kt4tt.buffalo.edu/knowledgebase/model.php
- Paper discussing barriers and carriers to successful technology transfer: http://sphhp.buffalo.edu/content/shared/sphhp/cat/kt4tt/assistive-technology-companies1/_jcr_content/par/download_0/file.res/grantee-technology-transfer-checklist.pdf