



NC IDEA Spring 2012 Pre-Proposal Grant Application INSTRUCTIONS

NC IDEA is seeking grant applications from North Carolina entrepreneurs and startups for its Spring 2012 Grants Cycle, the thirteenth grant cycle since the program's formation.

The early application deadline is **Friday, February 24th** and the final application deadline is **Friday, March 9th**. Once you submit your application, you may not make further edits. No applications will be accepted after Friday, March 9th.

Please refer to the NC IDEA website for detailed information about the process, timeline and criteria.

Below are screenshots of NC IDEA's Spring 2012 application. Several questions may be hidden from view because they are conditional upon an answer given in a previous question. **Please make sure to follow all instructions. Failure to follow instructions or adhere to formatting requirements will result in the application being rejected.**

- Do not leave any sections blank.
- Do not include images in your application.
- Limit your answers to the number of characters indicated in each section. ***Character counts include spaces.*** ****We recommend completing your answers in a separate Word document so you can track the number of characters you have used or have remaining.****
- Write succinctly. Use your words carefully. Do not waste space or time discussing issues that are not directly relevant to the topic you are addressing.
- Keep your audience in mind as you fill out this application. Your audience is a group of investors. Assume your readers are smart individuals without any technical background in your field.
- The questions presented in the instructions for each section of this document are intended to help you think about what to write for that section. You do not need to answer each and every question; the questions are only a guide.
- You will have the opportunity to save your progress and resume completing the form at a later time; however, you may still want to complete and save your answers offline.
- Double check your answers before submitting them. Once a pre-proposal is submitted you will not be able to make any changes.
- Submissions made after the Friday, September 9th deadline will be rejected.

If you have questions, please contact the Grants Program Manager at grants@ncidea.org.

NC IDEA Spring 2012 Pre-Proposal Grant Application

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Welcome to NC IDEA's Spring 2012 Pre-Proposal Grant Application. Please review the separate instructions document located on NC IDEA's website at www.ncidea.org prior to completing this application.

If you have questions, please contact grants@ncidea.org.

General Information

Company Name *

Grant Manager (Primary Contact):

First Name *

Last Name *

Title *

Address

Address *

City *

State *

Zip *

For Phone Number(s) and Fax Number please use the following format: (XXX) XXX-XXXX

Phone Number *

Alternate Phone Number

Fax Number

Email *

Website

Referral Source: How did you hear about NC IDEA's current grant opportunity? Please select all that apply. *

Please select...

- Media/Press Announcement
- Online Search
- Email from NC IDEA
- CED
- SBTDC
- PTP NEXT
- University
- Investor Referral
- Service Provider Referral

Referral Source Detail: If applicable, please specify or provide further detail to the answer(s) selected above.

Eligibility: By selecting this checkbox, I confirm that I have completed NC IDEA's Eligibility Quiz and believe to the best of my knowledge that my company meets the eligibility criteria to apply for grant funding. The Eligibility Quiz can be accessed at www.ncidea.org. *

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Company Information

Incorporation: Has the company applying for the grant been incorporated? *

Please select... ▾

Company Type: How can the company applying for the grant best be described? *

Please select... ▾

Profit/Not-for-Profit: Is the company applying for the grant for profit or not-for-profit? *

Please select... ▾

Companies that operate under a not-for-profit business model are NOT eligible for NC IDEA grant funding.

Product/Service: Does the company applying for the grant provide a product or service? *

Please select... ▾

Consulting Services: Does/will the company applying for the grant generate revenues mainly by providing consulting services? *

Please select... ▾

Companies that operate under a consulting business model are NOT eligible for NC IDEA grant funding.

Industry: How can the company's product or service best be described? *

Please select... ▾

Companies mainly operating in the biotechnology and pharmaceutical industries are considered out of scope and NOT eligible for NC IDEA grant funding.

Target Market: What is the most relevant target market for the company's product or service? *

Please select... ▾

City, County and State where the company applying for the grant is located:

City * County * State *
North Carolina ▾

CEO/Management Residence: Does the company's CEO and management team reside in the City/County/State listed above? *

Please select... ▾

University/Organization Assistance: Has the company applying for the grant worked with or received assistance from a university group and/or any of the following organizations? Please select all that apply. *

Please select...
University Group
CED
SBTDC
Other
None

Previous Applicant: Has the company applying for the grant previously applied for an NC IDEA grant? *

Please select... ▾

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Funding

Please indicate all dollars received to-date from each funding source listed below. Please do not use decimals or commas. If no funding has been received, please enter 0. (i.e. 50000 not 50,000.00)

Institutional VC * \$

Angel Investors * \$

Friends & Family * \$

Founders * \$

SBIR Grants * \$

Other Grants * \$

Loans * \$

TOTAL Funding: \$ 0

Funding Detail: Describe in further detail the funding sources listed above and how the funds have been or are being used. (max chars. 300) *

max chars. 300

Equity Funding: Does the company applying for the grant expect to pursue equity funding in the future? *

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Idea

Product/Service Description: In one or two sentences, describe the company's product or service. Please be concise, but also clear and articulate. Put in simple terms. Assume that the reader is not an expert in the field. (max chars. 300) *

max chars. 300

Problem: What problem(s) does the company's product or service solve? Why is it a problem? Who is affected by this problem? How large is the problem? Give us a sense for the magnitude of the problem. How is the problem being dealt with today? What motivated the company to try to solve this problem? Be specific. If you are a clean tech company, your problem is not "the energy crisis". Tell us specifically what part of the problem the company is trying to solve. (max chars. 800) *

max chars. 800

Solution: How does the company's product or service work? How does the product or service solve the problem? Help us understand how well the product or service solves the problem today versus how well you expect it will solve the problem in the future. What part of the problem does your solution solve? Does your solution completely eliminate the problem or does it solve it partially? Give us a sense for the relative magnitude of your solution. (max chars. 1,000) *

max chars. 1,000

Competition: Who is trying to solve the problem today? List the company's direct competitors, indirect competitors, potential competitors and alternative solutions. Indicate if these competitors have commercially available products or services, or if they are still in development. How is your product or service differentiated from your competition's product or service? Is it better, faster, cheaper? (max chars. 600) *

max chars. 600

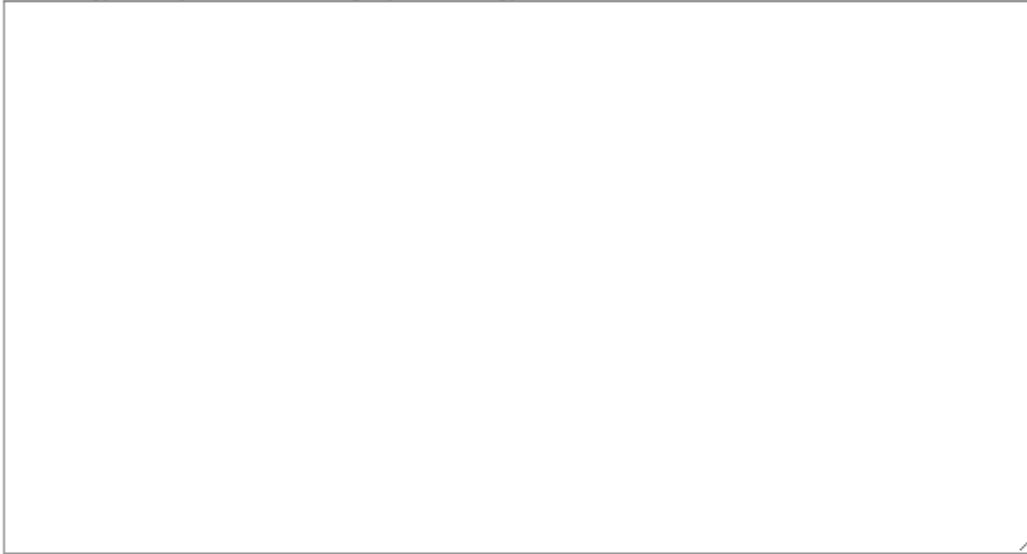
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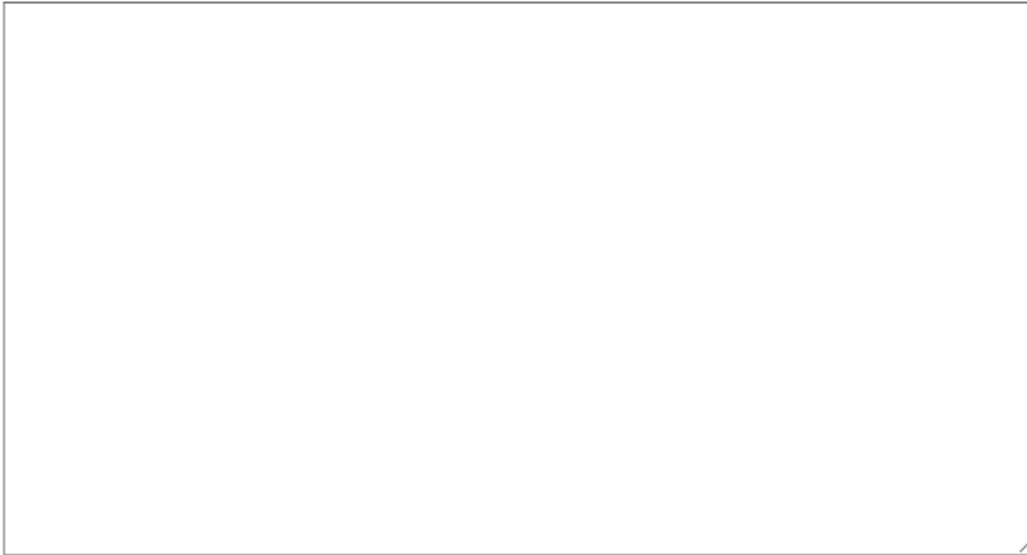
Technology

Technology: Briefly describe the company's technology. (max chars. 500) *



max chars. 500

Innovation: What is the innovation behind the company's product or service? How unique is it? Is it improving another existing product or service or is it brand new? Explain why the company's product or service is so much better than the current way of doing business. Is it revolutionary or evolutionary? Why? (max chars. 500) *



max chars. 500

Stage of Development: What is the current stage of development for the company's product or service? *

Please select...

Stage of Development Explanation: Please elaborate on the stage of development. (max chars. 500) *

max chars. 500

Intellectual Property: What is the company's intellectual property? Is the company's idea/technology patentable? If so, has the company filed patents? If the company has filed or issued patents, please list the associated number(s). What is the current status of the IP related to this project? Who owns the IP related to the company's innovation? (max chars. 600) *

max chars. 600

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Market

Market Explanation: Briefly describe the company's market. (max chars. 500) *

max chars. 500

TAM and SAM Detail:

TAM: Total Available Market

TAM is the total market potential. It is the maximum amount of sales that might be available to all the firms in an industry on an annual basis.

SAM: Served Available Market

SAM is the portion of the TAM that a company will go after. It is the segment of the market that needs and is willing to pay for the features that a company's product or service has to offer on an annual basis. This is the size of your company's opportunity.

For example, the TAM for still picture cameras might be \$3B per year. If a company develops a technology applicable for high end cameras it could decide to ignore the point-and-shoot segment and enter the Digital SLR market, which might be \$500MM per year in size. In this example, the TAM would be \$3B per year and the SAM would be \$500MM per year.

Please enter your company's TAM and SAM below - for today and in 5 years. Please do not use decimals or commas. Enter 0 if the market does not exist. (i.e. 500000000 not 500,000,000.00)

TAM:

Today * In 5 Years *
\$ \$

SAM:

Today * In 5 Years *
\$ \$

Market Size Detail: Describe in further detail the size of the opportunity for the company. For the numbers listed above, indicate your sources of data. If you estimated the numbers, explain how you arrived at them. (max chars. 600) *

max chars. 600

Current Number of Customers:

Non-Paying *	Paying *	TOTAL Customers
<input type="text"/>	<input type="text"/>	0

Customer: Who is or will be the company's customer? How many customers does the company anticipate in 1 year? 5 years? (max chars. 500) *

max chars. 500

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Business Development

Business Plan: Has the company developed a business plan? *

Please select... ▾

Sales & Marketing Plan: Has the company developed a sales and marketing plan? *

Please select... ▾

Financial Projections: Has the company developed financial projections? *

Please select... ▾

Revenue Model: What is the company's revenue model? How does/will the company make money? How does/will the company charge customers for its product or service? (max chars. 500) *

max chars. 500

Expected Revenues: When does the company expect to have a product or service on the market generating revenues? *

Please select... ▾

Selling: How does the company reach/plan to reach its customers? Describe how the company sells/plans to sell its product or service. (i.e. direct sales, indirect sales, web-based, etc.) Please explain. (max chars. 500) *

max chars. 500

Funding Needed: If the company is not already selling, how much funding will the company need to get a product or service to market? *

Please select... ▾

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Team

Positions to Fill: What positions on the management team does the company still need to fill? *

Please select... ▾

Current Number of Employees:

Full-Time * Part-Time * TOTAL Employees

 0

Team: Provide a short bio for each member of the company's management team. Emphasize characteristics or backgrounds that qualify each individual to fill their respective role, including management experience and/or technical expertise. Be specific and list companies where individuals gained their experience. Indicate when each individual joined or will join the company, and in what capacity, full-time or part-time. (max chars. 1,000) *

max chars. 1,000

Advisors: List any individuals (and their organizations, if applicable) considered important business and technical advisors, and who are actively engaged with the company (max chars. 400) *

max chars. 400

NC IDEA Grant Request

Grant Amount Requested: (Please put full amount and do not use decimals or commas i.e. 50000) *

\$

NC IDEA awards grants of an amount of up to \$50,000.

Use of Funds: What is the intended use of the above requested funds? Please be specific. (max chars. 600) *

max chars. 600

Milestones: What are the significant milestones the company hopes to reach during the grant period if it receives an award from NC IDEA? Include target dates for each milestone. Use measurable milestones only. Use numbers to indicate how the company will measure success. (The term "grant period" refers to the period of time during which the awarded grant money will be spent. This period is typically 6 to 12 months.) (max chars. 600) *

max chars. 600

Groundwork Labs



AN NC IDEA INITIATIVE

Groundwork Labs is a catalyst to generate momentum for North Carolina startups and help prepare them for funding opportunities such as grants, accelerators or angel investment. Working in the creative cauldron of the American Underground along with mentors and advisors, your idea will get off the ground and your company will get noticed.

What's the catch? There is none. NC IDEA is a non-profit organization whose mission is to foster economic development in North Carolina by helping young startups commercialize their innovations. NC IDEA primarily does this through the grants program, and has started Groundwork Labs as another way to help technology entrepreneurs. Learn more at www.groundworklabs.com.

Would you also like to use this application to apply to Groundwork Labs? *

Please select... ▾

Liability Waiver

NC IDEA Liability Waiver: By submitting this Pre-Proposal application, I hereby release NC IDEA from any and all liability related to the information contained in this application. *

Signed (Enter Full Name):

Feedback and Comments - *NOT PART OF APPLICATION*

NC IDEA would appreciate any feedback you have regarding the grants process and/or the grant application itself. We are always looking for ways to make improvements and thank you in advance for your comments.

****The comments in this section will not be reviewed until the end of the Spring 2012 grants cycle and will in no way affect or influence the decisions of NC IDEA in the consideration of grant funding.****

PLEASE NOTE:

Once you select **SUBMIT** below, you will be directed to enter the Captcha characters seen on the screen. After that, you will see an additional screen where you then must select **CONFIRM** in order for your application to be successfully submitted to NC IDEA. Once you have selected **CONFIRM**, you will receive a successful submission notification on the screen and via email. If you do not see these, then your application did not go through.

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