

**UWM Research Foundation
Catalyst Grant Program
Program Summary – Spring 2010**



Overview: The UWM Research Foundation is pleased to announce the latest call for proposals in the Catalyst Grant Program. This round will award up to \$475,000 in the summer of 2010, including \$400,000 under the Bradley Catalyst Grant program and an additional \$75,000 made possible by the Richard and Ethel Herzfeld Foundation. These awards will be made to seed promising research in the sciences and engineering where UWM has the greatest potential to impact local economy through commercialization activities.

Research Areas: The Catalyst Grant Program is designed to focus on science and engineering where UWM has the greatest potential to impact the local economy through commercialization activities. The program seeks to emphasize research areas that complement regional capabilities, including:

- **Biomedical Engineering** – including biomedical imaging
- **Advanced Automation** – including software, devices and sensors
- **Healthcare Informatics**
- **Materials** – including advanced nano-materials
- **Biochemistry and Drug Design**
- **Water** – including advanced sensors, point-of-use technologies and sustainable solutions
- **Energy** – including novel techniques for energy generation and sustainable designs

Award Amounts: Proposals are invited in the \$50,000 to \$75,000 range. (Larger grants for instrument purchases that can demonstrate use by multiple researchers will be considered.) The total funds awarded for this cycle may be up to \$475,000.

Commercialization and Intellectual Property: One of the goals of the program is to foster the development of intellectual property and the commercialization of UWM technologies. It is a requirement of the program that there be an active intellectual property matter with the UWM Research Foundation. This may include an invention disclosure already submitted to UWMRF, a new invention disclosure related to the proposal (new disclosures should be submitted in advance of the pre-proposal deadline), and active patent application (provisional or utility application), an issued patent managed by UWMRF or an active copyright matter. The invention disclosure form can be found online at: <http://graduateschool.uwm.edu/collaboration/for-researchers/invention-disclosure/>.

Process: Investigators will be asked to submit a short six page pre-proposal. A limited number of full proposals will be invited based on assessment of the commercial and intellectual property potential by the UWM Research Foundation. Full proposals will be reviewed by external scientific reviewers. Final recommendations to the funding organization(s) will be made based on external scientific assessment and commercial assessment by the UWM Research Foundation.

Qualification Criteria: Qualifying pre-proposals must meet the following criteria:

- **Field of Study** – sciences and engineering
- **UWM researchers** – project is for UWM-based research
- **Funding period** – funding period shall be for one year, applicants may seek additional funding in future years.
- **Amount of funding** – project funding between \$50,000 and \$75,000 level for one year grants. (Larger grants for instrument purchase that will be utilized by several researchers will also be considered.)
- **Intellectual property** – research must relate to an active intellectual property matter with the UWM Research Foundation (disclosure, patent application, or issued patent). Investigators who do not currently have an active matter may submit an invention disclosure along with the pre-proposal.

Programmatic/Commercial Criteria: Qualifying grants will be reviewed by the UWM Research Foundation based on programmatic and commercial criteria. In keeping with the program's goal of

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fostering economic development, invitations for a full proposal will be made based on the following criteria:

- **Intellectual Property** – current intellectual property (disclosure or patent application), potential for future patents, freedom to operate, strength of potential intellectual property claims
- **Market Assessment** – total market size, addressable market, other market dynamics
- **Licensing Potential** – potential licensees, assessment of license revenue potential
- **Corporate Partnerships** – potential for corporate partnerships and/or startups, tie-in with regional industrial clusters.

Scientific Evaluation Criteria: Complete proposals will undergo scientific evaluation by external reviewers using criteria established for the RGI program. Scientific reviewers will be asked to prioritize all reviewed proposals and rank proposals against national standards (top 10%, next 40%, bottom 50%).

- **Quality** – Excellence and novelty of concept, approach, and methodology; clarity and appropriateness of project plans; desirability and impact of potential results on the national and international scholarly community
- **Return** – Return on investment (ROI) through extramural funding or commercialization [expectation: 3X requested seed funding from external sources, potential for intellectual property, licensing revenue, corporate partnerships, start up companies and other commercial return measures]
- **Risk** – Availability of necessary skills and experience, likelihood of achieving the intended outcomes; probability of securing extramural funding or engaging in commercialization; and potential for self-sustainability after the seed investment phase

Timeline:

- 1/27/10: Call for pre-proposals
- 3/5/10: Deadline for submission of pre-proposals
- 3/19/10: Invitations for full proposals issued
- 4/9/10: Deadline for full proposals
- 4/12/10 – 5/14/10: Scientific review of full proposals
- 5/17/10 – 6/11/10: Final selection of proposals and approval by Bradley Foundation
- 6/14/10: Target for notification of awards
- Award period: Target beginning 7/1/10

Application Process: Application materials are available online at the UWM Research Foundation website, www.uwmresearchfoundation.org.

Pre-proposal should be submitted in PDF form to: catalyst-grants@lists.uwmfdn.org. This short pre-proposal should follow the template available on the UWMRF site and should not exceed six total pages. Budget, CV and WISPER record are not required at the pre-proposal stage. Note budget instructions are available for guidance, but a complete budget is not required at this stage.

Questions should be directed to the UWM Research Foundation:
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