

DETAILED PROJECT PROPOSAL

INSTRUCTIONS AND GUIDELINES

Non-Responsive Proposals Disclaimer

Project proposals shall be limited to a single concept or technology and shall be responsive to the subjects described herein. Non-responsive proposals will not be evaluated.

A non-responsive proposal is a proposal containing multiple concepts or technologies or a proposal that does not comply with the requirements described in this document.

Non-Conflict Statement and Non-Disclosure Agreement

By submitting an application, applicants consent to the use of startup.pr employees and third-party evaluators experts as reviewers. Startup.pr selects reviewers based on their knowledge, skills, experience, and ability to provide constructive feedback.

All reviewers are required to complete a Non-Conflict-of-Interest Certificate and a Non-Disclosure Agreement by which they, respectively, disclose any actual or apparent conflicts and agree to safeguard confidential information contained in Detailed Applications.

Format and Language

Proposals must be written in a professional manner either in English or Spanish. All pages must be formatted to fit on a standard letter-size paper (8.5 x 11 inches) with margins no less than 0.5 inch on every side. Use "Arial", "Calibri", or "Times New Roman" fonts with sizes not smaller than 10 pt for regular text. Schematics, drawings, figures, footnotes, and other special text may have smaller sizes but never smaller than 7 pt. With the exception of the Title page, all pages in the proposal must be numbered.

Content

The first page of a proposal must be a Title Page containing at least the project title, applicant complete name and date. If it seems relevant, additional information such as contact info, address, company name, job title, and other may be included in the Title Page.

The proposal must also include a Table of Content. List of figures, table of abbreviations, and other may be used as desired.

In addition to the Title Page and the Table of Content, the proposal must have the following information:

- I. Detailed Description
- II. Market Analysis
- III. Budget and Financial Projections
- IV. Work Plan
- V. Team Members

Each of the above is described next.

I. Detailed Description

The detailed project description shall include the following subjects:

1. **Title** – The project title shall not be generic.
2. **Description** – Provide a comprehensive description of the project and how it would be accomplished. Include relevant references, schematics, and diagrams that support the proposed project. Identify any technical risks that might be associated to the project such as untested technology and reliability of assumptions. Also, explain any legal or ethical concern that might be related to the project.
3. **Stage** – Describe the development stage or status in which the project actually is. This might be idea, development, project ready to launch, already in market, or any other relevant status description. Describe what efforts and resources have been already invested in the proposed project. Mention if steps or measures have been taken to protect the proposed technology or if it is already protected (e.g. copyright, patent, trademark, trade secret).

II. Market Analysis

The market analysis shall include the following subjects:

1. **Market Description** – Discuss the nature and extent of the target market (size, region, etc.). Mention and describe potential competitors and explain how your technology differs from theirs.
2. **Prospective Customers** – Define your customer segment(s). Include the value proposition and any relevant characteristics such as age, income, interests, regions, etc.
3. **Market Risks** – Identify and discuss market risks and disadvantages that might affect the commercialization of your technology such as market trends, rapid changes in technology, and others.
4. **Distribution Channels** – Identify and describe prospective distribution channels to reach your customers.

III. Budget and Financial Projections

Information on budget and financial projections shall include the following subjects:

1. **Revenue Projections** – Provide a detailed 3-year revenue projection. Include references that sustain any assumptions.
2. **Budget Summary** – Show a detailed breakdown of all projected costs and expenses. Include how much funding are you requesting from startup.pr and how will these funds be utilized. The maximum amount of funding that can be granted by startup.pr is \$40,000.
3. **Project Funding** – Describe other sources of project funding including any contribution from the applicant or team members. Identify whether they are cash, in-kind, equipment or other contributions. Include supporting documentation as applicable.

IV. Work Plan

The work plan shall include the following subjects:

1. **Plan for the Technology Acceleration Program** – Provide a timeline of activities required for the completion of the proposed project within the 5-month program. Include tasks, key activities, and milestones as well as who is responsible for each one of them.
2. **Future Plan** – Provide a timeline of future key activities for the next 12 months after the Program has ended.

V. Team Members

Information about team members shall include the following subjects:

1. **Project Team** – Define the project management structure. Describe the responsibilities of each position within the structure and specify how each member contributes to it and to the overall project.
2. **Member Qualifications** – Describe academic and professional qualifications of each team member. Include at least one recommendation letter for each team member.

Submission Process

All applications must be submitted online. Visit startup.pr and find the submission link for the Technology Acceleration Program. To apply, fill out the application form and upload the detailed proposal in PDF format (no other file formats will be accepted). The submission deadline is January 21st, 2019 before 11:59pm.

Selection Process

All proposals will be evaluated based on the overall project merit. The startup.pr team, at its own discretion, may request an interview with the applicant to clarify specific aspects of the proposed project.

Top-ranked applicants will be invited to present their projects in front of the Selection Committee. Applicants will be notified whether or not they have been selected to participate in the Program.