WESTERN VENTURES PROGRAM EXPRESSION OF INTEREST

**Note:** for assistance with reviewing existing IP in a similar research area, search <https://patents.google.com/> ; for exploring market analysis/opportunity and potential collaborators, see <https://my-ibisworld-com.ezproxy.uws.edu.au/> .

We are seeking to understand your opportunity, a full narrative of the research background is not required for this EOI, dot points are encouraged where applicable.

If you have any further queries that require a response prior to EOI submission, please email enterprise@westernsydney.edu.au (Not yet active).

Project/Applicant

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Project Title:

Applicant:

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School:

Email Address:

Phone Number:

**The Product, Concept or Technology Summary**

*Technology / research being developed; i*.e. *What is it? What does it/will it do? What is the current level of development? Reference to a Technology Readiness Level (TRL) ranking where possible.*

*A short description is better, dot points are encouraged – we are seeking key information not a narrative.*

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*What is the problem it is solving i.e. Why is it needed?*

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**Commercial Potential**

*Identify the target market, including stakeholders and geographic location, for your concept or technology.*

*Include an estimate of the size and accessibility. Describe how the concept compares with alternative*

*technologies and direct competitors, including specific competitive advantages.*

*I.e. For whom are you solving the problem – who are the currently identified end users and market?*

*Is anyone already providing a solution? Why is your solution better?*

*Is there potential for the concept or technology to be applied to markets beyond the primary target?*

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**Outcomes sought – potential next steps**

*Provide details of the next steps you are seeking to undertake to develop the concept and advance the research towards usage.*

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**Intellectual Property Position**

*Describe the project’s IP position, including any registered and non‐registered IP assets (patents or applications,*

*registered designs, know‐how, trade secrets etc.).*

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**Rights to Commercialise / Previous Funding / External Contributors**

*Discuss the university’s rights to develop and commercialise the IP. i.e. Who owns the IP?*

*Include any collaborators (past or present), and grants/support that have been involved in the development of the IP.*

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**Legal, Regulatory or Ethical Considerations**

*Describe any regulatory requirements that must be met to carry out the proposed project. Also describe any*

*ethical considerations and whether these have been reviewed by an independent organisation.*

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**Proposed pathway to impact – market entry**

*Discuss any known barriers to market entry and how these will be addressed. What level of customer engagement has taken place? What are the gaps to getting a customer to buy?*

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**The Project Team**

*List key team members, including their backgrounds, qualifications and expected roles in the project. Also*

*discuss the roles of team members in development of the concept or technology to date.*

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| Project lead: Team members:

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| **Core Team** |
| **Name** | **Field of expertise** | **Role** | **Experience** |
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**Collaborators**

*If there are collaborators outside the project team described above, please provide details. These should*

*include names, involvement in the project, past involvement in project IP, and claims (or potential claims) over*

*the commercial outcomes of the project.*

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| **Other Contributors** |
| **Name**  | **Field** | **Experience & Role in project** |
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**Alternate Funding Sources**

*What other funding sources are being investigated to support the project? Have any additional contributions required to complete the proposed project been secured and are there any conditions associated with their availability?*

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**Attachments/supporting documents**

*Provide list of any attachments/supporting documents you wish to have included (and attach or include in the email)*

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**Applicant signature/s**

Name/s Signature/s Date