ARG & AR-WiTAG Grant Workshop

Funding for Applied Research

WiSys Technology Foundation
Who is WiSys?

- **Wisconsin System Technology Foundation** is an independent, 501(c)(3) **supporting** organization of the UW System.

- Official designated technology transfer office for:
  - UW System Comprehensive Campuses
  - UW Colleges
  - UW Extension

- WiSys expedites the transfer of technology from the academic base to the marketplace through its licensing and patenting initiatives.
WiSys helps great ideas – born on UW-System campuses – reach the wider world by connecting inventors and businesses with the resources they need.

• Why support technology transfer:
  – It is an extension of a University’s basic mission;
  – Stakeholders expect it;
  – Provides for enhanced student experience;
  – It is key to competitiveness;
  – It is a source of revenue (e.g. through licensing or industry sponsored research); and
  – It can help shape the world of tomorrow.
WiSys Core Staff

Arjun Sanga
Executive Director

Jennifer Cook
Associate Director

Mike Cenci
IP & Contracts
Associate

Bri Maas
Communications
Specialist

Alicia Schiff
Executive Assistant

Tony Hanson
South

Kristen Ruka
Northwest

Mads Gjefsen
Northeast

Caitlin Washburn
IP & Contracts

Will Ploch
Office Assistant

Regional Associates

Student Interns
WiSys 15/16 FY Activity

- 61 Inventions Disclosed
- 10 Patents Issued
- 16 WiSys Ambassadors Appointed
- 12 ARG/AR-WiTAG proposals funded
- $547,386 grants awarded
- 3 Licenses & Options Executed
- $162,635 Income Generated
- 3 WiSys Regional Associates hired
Disclosure Activity by Area

- UW-Superior: 3
- UW-River Falls: 3
- UW-Eau Claire: 6
- UW-Stout: 4
- UW-La Crosse: 1
- UW-Platteville: 10
- UW-Stevens Point: 1
- UW-Green Bay: 4
- UW-Oshkosh: 3
- UW-Whitewater: 7
- UW-Parkside: 10
- UW-Colleges: 3
- UW-Extension: 1
- SW Tech: 2
- External: 3

WiSys TECHNOLOGY FOUNDATION
WiSys Regional Associates

Kristen Ruka
Northwest Region:
UW-Eau Claire
UW-River Falls
UW-Stout
UW-Superior

Mads Gjefsen
Northeast Region:
UW-Green Bay
UW Oshkosh
UW-Stevens Point

Tony Hanson
Southern Region:
UW-La Crosse
UW-Parkside
UW-Platteville
UW-Whitewater

FY15-16
• Engaged with 606 new innovators
• 62 presentations to departments

Spent: 133 Days on Campus
Spent: 131 Days on Campus
Spent: 73 Days on Campus
2016-17 Ambassadors

ANN CLAIRE

Anna Scheunemann

GREEN BAY

Kayla Billett
Evan Miller

LA CROSSE

Rachel Butler
Anna Dineen
Rachel Zastrow

OSHKOSH

Alex Horkman
Jeshanah Zolkowski

UNIVERSITY OF WISCONSIN - PARKSIDE

Thalia Aleman
Jacky Meremable
Haley Willis

UNIVERSITY OF WISCONSIN - PLATTEVILLE

Josh Dust
Paige Hagen
Katie Schulteis
Michael Viola

UNIVERSITY OF WISCONSIN - RIVER FALLS

Bachettira Aiyappa
Siri Doyle
Anna Miller

UNIVERSITY OF WISCONSIN - STEVENS POINT

Steven Macherey

UNIVERSITY OF WISCONSIN - STOUT

Shelby Kaufer

UNIVERSITY OF WISCONSIN - WHITewater

Amanda Danno

WiSys TECHNOLOGY FOUNDATION
WiSys Functions

Building Collaborations (WSTS)

Facilitating R&D (Applied Research Grants)

Patenting & Licensing (Core Activity)
WiSys Patenting and Licensing Initiatives

• Intellectual Property Protection
  – Patents
  – Copyrights
  – Trademarks

• Marketing and business outreach on behalf of the inventor(s)

• Licensing and Commercialization
  – Existing Company
  – New Startup
WiSys/UW-System Grant Programs or Funding Sources

**WiSys & UW System Administered Funds**

- **Applied Research Grant (ARG) (50K)**
- **Applied Research-WiSys Technology Advancement Grant (AR-WiTAG) (50K)**
- **Prototype Development Fund (PDF) (15K)**

**ARG/AR-WiTAG**
- Intent to Submit due 12/18/16
- Full proposals due 1/30/17
- $50,000/project award, 1 year term
- Eligibility: faculty and staff in ALL academic disciplines, including the humanities, social sciences, and liberal arts.

**PDF**
- Apply anytime, $5,000 - $15,000/award
- Inventors must disclose their technology and assign their IP rights to WiSys
- Funds are used to advance commercial potential of technologies assigned to WiSys:
  - Prototype development, preparation of samples for evaluation, and application testing etc…
WiSys- Grant Programs or Funding Sources

WiSys Funds

• Wisconsin Small Company Advancement Program (WiSCAP)

  – Apply anytime (no deadline)
  – Enables collaboration between Wisconsin based small companies and UW System Campuses
  – Funds allocated to Campus to support R&D of a product/idea from a WI SME
  – Eligibility: WI companies with <25 employees; match funding/in kind support required from company.
  – Funding available for 1 year, award amounts vary

• Wisconsin Technology Advancement Grant (WiTAG)

  – Funds used to support further development and commercialization of WiSys technology.
  – Solicited proposals only.

For more information contact grants@wisys.org or visit www.wisys.org
ARG/AR-WiTAG Eligibility Criteria

- Project should be well aligned with core purpose of the grant program;

- The project should have potential for significant economic impact within Wisconsin:
  - Fostering business expansion and/or improving profitability;
  - Helping to create jobs and/or enhance the work force;
  - Reduce costs and/or increase efficiency and productivity;
  - Improve quality of products or services; and
  - Create positive change in Wisconsin’s cultural/natural environment.

- Project plan is clearly defined, includes measurable milestones and articulates potential for economic impact;

- Project is technically feasible and demonstrates creativity and/or innovation.
ARG/AR-WiTAG: What the review panel look for...

- Proposals with preliminary data are stronger;
- Evidence of industry partnerships/interest a plus;
- Demonstrate that proposals approach is different than taken by others (e.g. use of innovative methodology);
- Potential for IP;
- Likelihood of economic impact to state should be high;
- Clarify IP situation and any industry involvement;
- Demonstrate how research will address a commercially attractive market;
- Better define key features of innovation and how it may one day reach marketplace;
- If early stage with a long development– map out long term potential and plans to realize it.
More Tips!

Common Sense Style Tips:
• Be concise & precise;
• No emotion or exaggeration;
• Use proper technical writing and proof your proposal;
• Provide necessary detail;
• Avoid jargon & abbreviations;
• Avoid use of first person (I/we);

More Tips from Reviewers:
• Propose something significant;
• Good ideas don’t always sell themselves;
• Don’t assume too much about reviewers’ expertise;
• Don’t be overly ambitious in scope of work;
• Focus your preliminary data;
• Don’t cram your application like a suitcase;
• Know your audience & pitch your proposal to it;
Common Application Problems

- No Significance;
- Unimportant problem, unconvincing case for commercial potential or societal impact;
- Failure to address topic requirements;
- Inadequately defined test of feasibility;
- Lack of innovation;
- Diffuse, superficial, or unfocused research plan;
- Questionable reasoning in experimental approach;
- Failure to consider potential pitfalls and alternatives;
- Lack of experience with essential methodologies;
- Unfamiliar with relevant published work;
- Unrealistically large amount of work proposed.
Feedback will be provided for applicants which submit a request for feedback with their Intent to Submit. Applicants that do not request feedback will not receive feedback.

Budget restrictions:
- Travel to Conferences is not an allowable expense;
- Grant monies may not be used for tuition remissions or associated fees;
- Funds requested for >$5,000/piece of equipment should include strong justification.

Fringe benefits will once again be covered by the UW System GPR fringe benefit pool
- Proposals should not include fringe benefits in their budget
- GPR fringe benefits will be reconciled at fiscal year using same process as previous years through the GPR fringe benefit pool
ARG/AR-WiTAG: What is new to this year’s program

• Applications must be submitted using the new “Structured Template”
  – Note word limits and format requirements
    o Executive Summary
    o Current Research and Other Relevant Information
    o Research Plan (with a maximum of five specific, measurable and time-based objectives)
    o Market Opportunity & Commercialization Section
    o Competition
    o Intellectual Property
    o Project Team/Key Personnel
      • Primary Investigator “Personal Statement”
    o Funding History
    o Budget Explanation/Justification
    o Any other Relevant Information
Important Dates

• Intent to Submit Deadline – December 18th, 2016

• Full Proposal Deadline – January 30, 2017*
  – In order to submit a full proposal, applicants must have submitted an intent to submit

• Award Announcements – on or before May 1, 2017

• Confirmation of State Funds – on or before July 1, 2017

• Expenditures must be made by – June 30, 2018

• Final Reports due – August 30, 2018
QUESTIONS?

For more information contact grants@wisys.org

Or visit our website at www.wisys.org