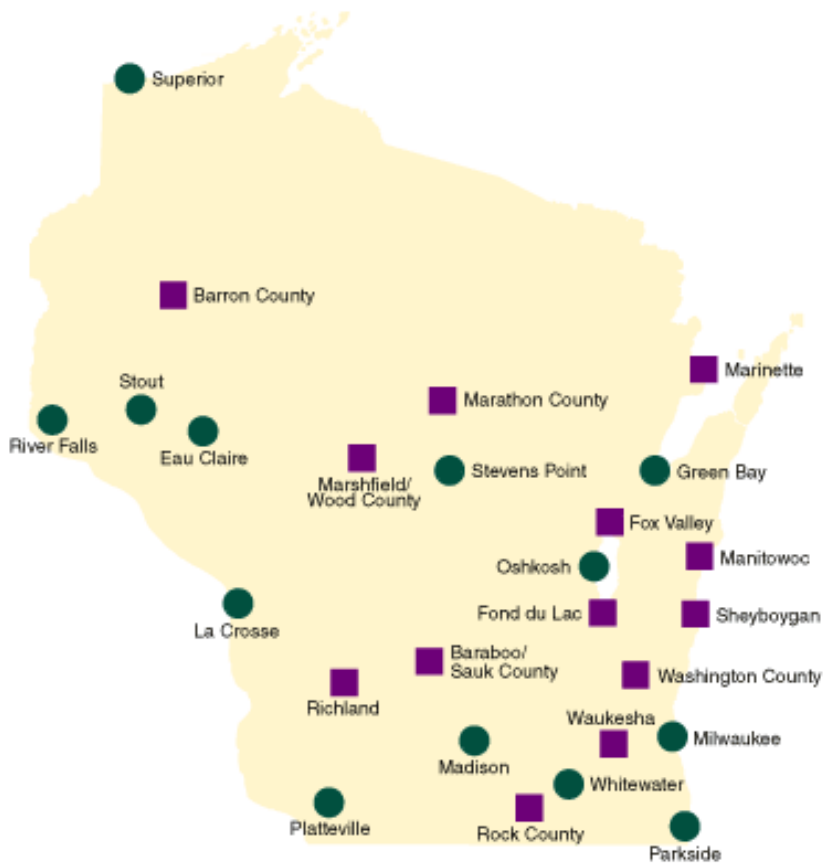


ARG & AR-WiTAG Grant Workshop

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.

What do we do and why do we do what we do?

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

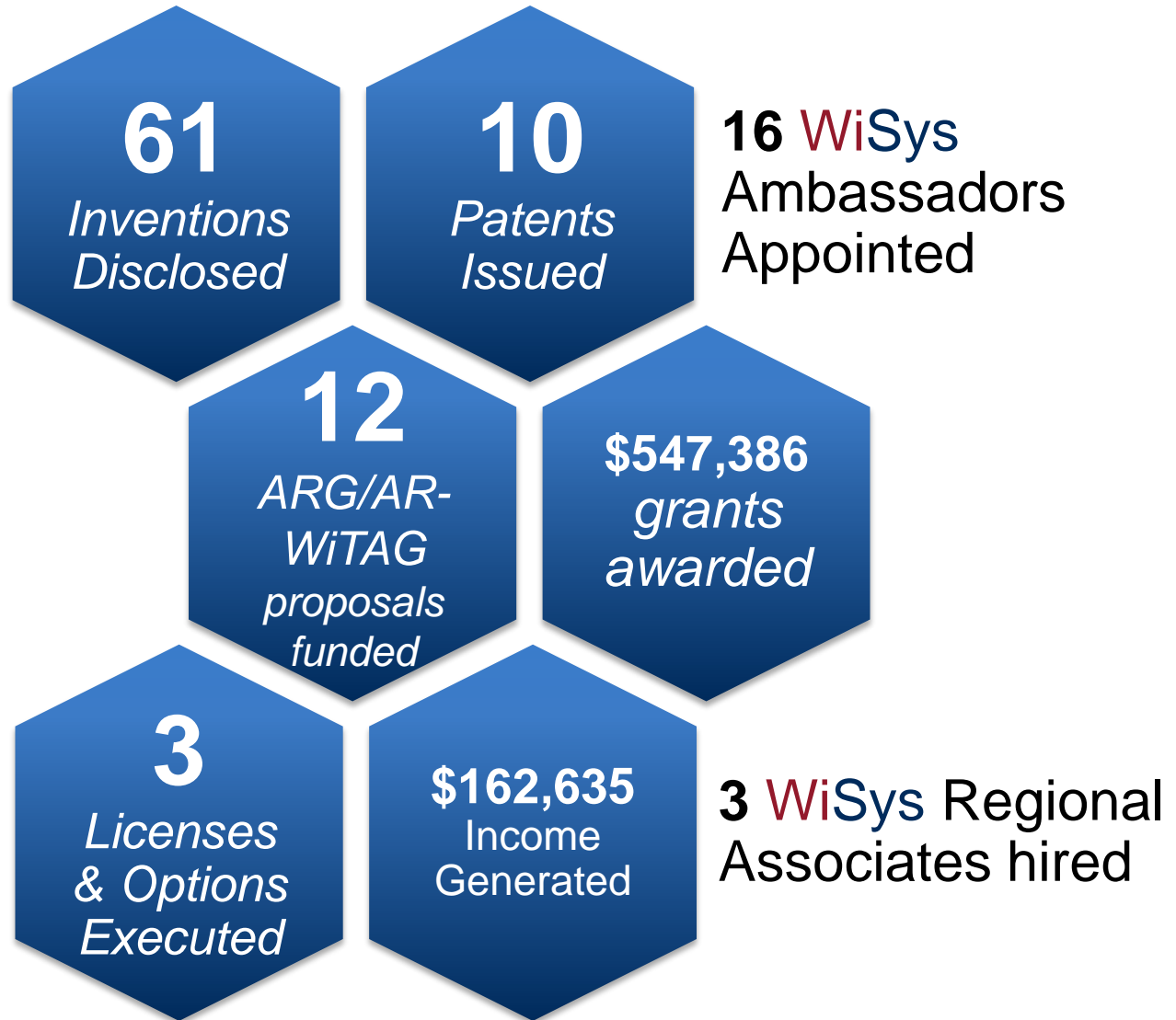


Will Ploch
Office Assistant

Regional Associates

Student Interns

WiSys 15/16 FY Activity



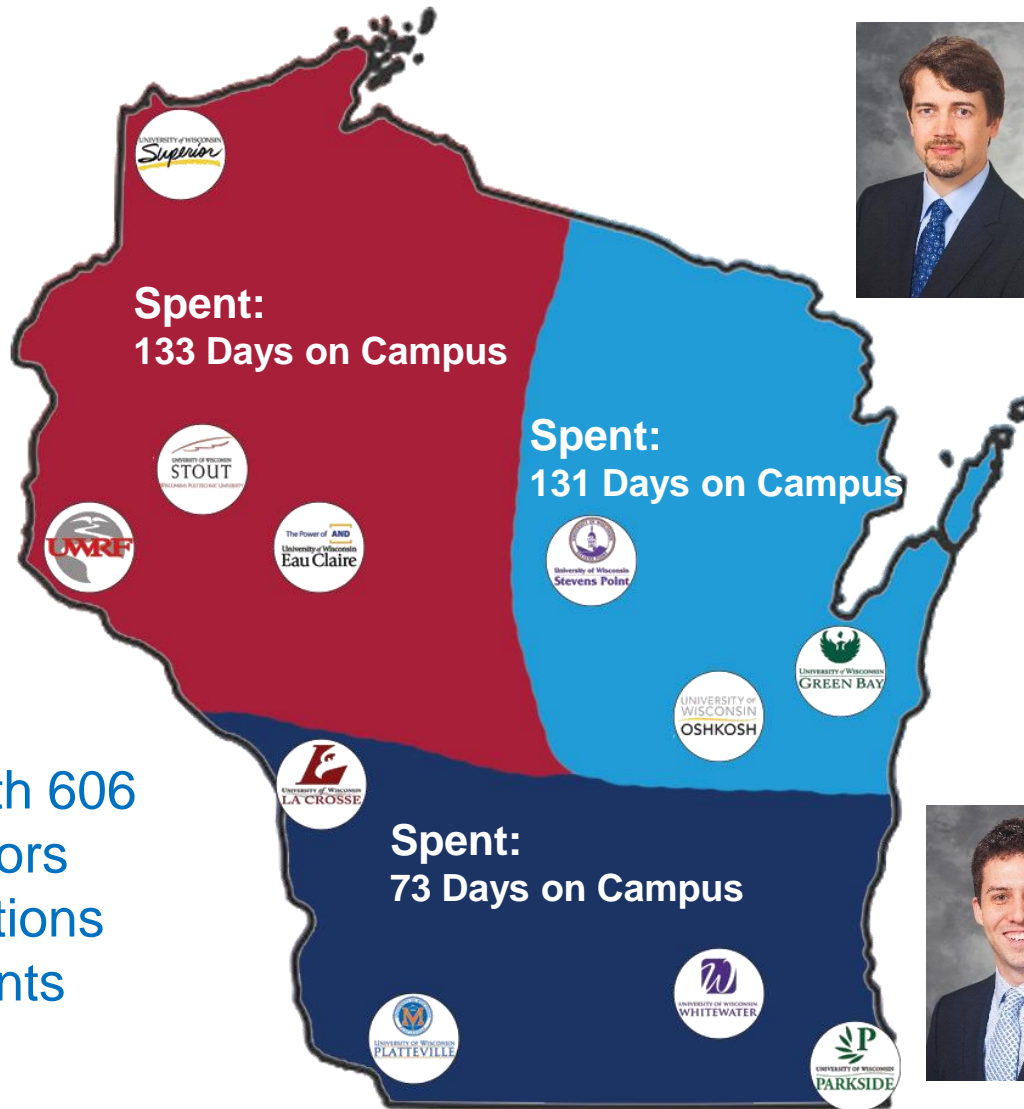
Disclosure Activity by Area



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

FY15-16

- Engaged with 606 new innovators
- 62 presentations to departments



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

2016-17 Ambassadors



University of Wisconsin
Eau Claire

Anna Scheunemann



UNIVERSITY of WISCONSIN
GREEN BAY

Kayla Billett
Evan Miller

UNIVERSITY of WISCONSIN
LA CROSSE

Rachel Butler
Anna Dineen
Rachel Zastrow

UNIVERSITY OF
WISCONSIN

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

WISCONSIN'S POLYTECHNIC UNIVERSITY

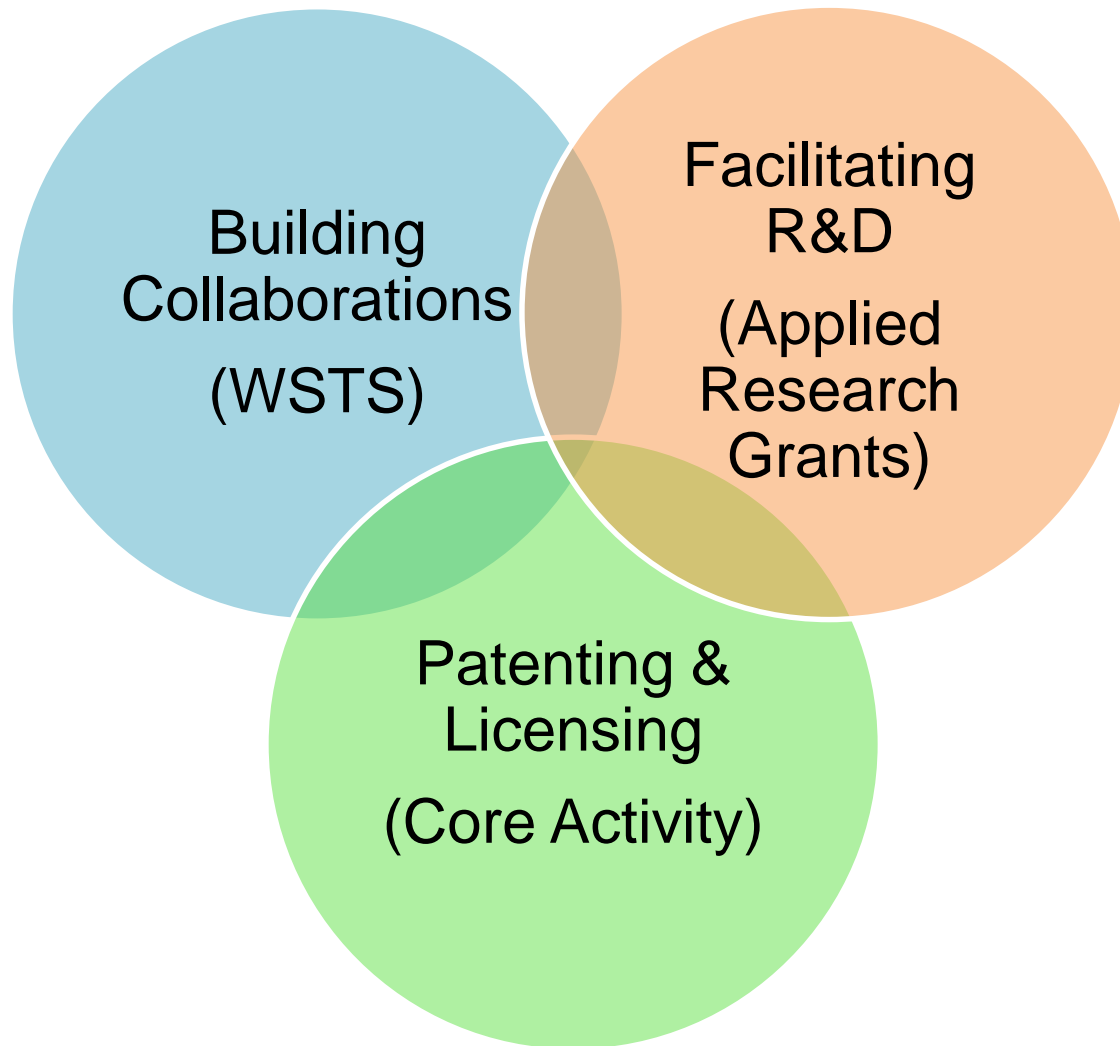
Shelby Kaufer



UNIVERSITY OF WISCONSIN
WHITEWATER

Amanda Danno

WiSys Functions



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)
- Wisconsin Technology Advancement Grant (WiTAG)

- **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

- **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.

ARG/AR-WiTAG: What stays the same

- 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**
 - Executive Summary
 - Current Research and Other Relevant Information
 - Research Plan (with a maximum of five specific, measurable and time-based objectives)
 - Market Opportunity & Commercialization Section
 - Competition
 - Intellectual Property
 - Project Team/Key Personnel
 - Primary Investigator “Personal Statement”
 - Funding History
 - Budget Explanation/Justification
 - 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