

GUIDELINES FOR THE COMPLETING PROPOSALS FOR PRODUCT COMMERCIALIZATION

(submit 4 hard copies along with a soft copy)

1. **Title:** Title should be brief, accurate and self explanatory.
2. **Applicant's Details:** (a, b and c at Sr. No. 2) Principal Investigator with the help of Co-Principal Investigator will be responsible for implementation and will participate in it. In addition to the Principal Investigator, a list of professional, technical and other personnel to be engaged in the project along with their qualifications, experience and duties should be given. The **Bio-data of Principal Investigator and Co-Investigator** should also be annexed with the proposal to judge the competence of Investigators. Attach a list of research publications carried out by the **PI** during the last 5 years. The consent of the Co-PI to carryout project activities may also be attached with the proposal.
3. **Total Cost:** Mention total budget requirement according to the budget details.
4. **Location:** Give details of Research Institute/Department and field locations where the work will be done. Indicate geographical converge of the project if it is not location specific.
5. **Duration:** Give time (months) required for completion of the proposal.
6. **Brief description of Product/Technology including Existing Situation, Justification, Scope, and approach:** A brief statement of the Product/technology to be commercialized and its significance for sustainable agriculture and explain how the technology/product is important to the society. Describe the product and how you propose to commercialize it. Explain what is being proposed, why the project is needed and why should it be considered for funding. **Justify** the proposed approach and identify the strengths and weaknesses. Also give a brief statement of prior work that supports the need to do this work and on which the work proposed in this commercialization is based (if any). The proposal should be well oriented and well focused for finding a solution to a problem. Please also review the similar work being done elsewhere or already done, particularly in Pakistan and that there is no duplication.
7. **Developmental Stage:** Tick the appropriate stage
8. **Objectives:** Objective represents the desired future situation giving solution to the identified problems. The objectives should be in quantitative terms. Please do not give statement like, “ it will increase agricultural production in the country.”
9. **Collaborating partner from Public/Private Sector:** Give details of collaborating partner from private sector who is willing to join in this project.
10. **Product Manufacturing Plan:** Who will manufacture the product once it is commercial? Where the product will be manufactured? If the facility is not yet identified, indicate the strategy and time-frame for locating a facility. Describe the plant and equipment needs to manufacture the product.
11. **Product Commercialization Plan:**
 - a) **Product Analysis:**

- Identify the technology/ product (or production process or service) developed by the proposed project.
- Describe potential applications of the underlying technology.
- Describe the **competitive edge** of the proposed technology in comparison with technologies existing in the market. What are other new technological developments in the same field by other groups and how does this technology development compare with them?
- Describe the **timeline** to develop this technology for the market introduction. What are associated key technical barriers and critical R&D, engineering and other milestones? What specific technical problems would be solved and what milestones would be achieved during this project?

b) Market Analysis:

- What market need is being addressed by the technology/ product proposed under this project?
- Describe the **targeted market(s)** in Pakistan and if applicable, in other countries. What is the market size? What is the market growth trend? What critical factors affect this market and in what way?
- Indicate the **targeted customer** base. What is the potential market size of these customers? Describe any evidence that customers would want or need for this technology/ product.
- Who are the **top competitors**? What technologies/ products do they develop and what is the competitive advantage of the proposed technology/ product?
- Explain **methods and assumptions** used in estimation of the targeted markets and indicate any resources used in the market analysis.

c) Patent Status: Give details of any existing or pending patents associated with proposed Technology/product,

d) Royalty: Mention proposed royalty rate, including up-front fees and yearly minimums.

e) Risk Analysis: Indicate technical, business, managerial, or other risks involved in the development and commercialization of the proposed technology/product and how potential obstacles would be addressed.

12. Methodology: Detailed discussion, technical theory, or calculations, product design, fabrication, testing, test protocols, data collection, analysis, evaluation, or other tasks necessary to fulfill the research design may be provided in an appendix and referenced in this section. Be specific as to who will perform the **work, when, where, and how**. Include task deliverables if appropriate. Identify and quantify performance targets as they relate to specific project objectives and tasks. These are the means by which near-term technical and economic success of the project will be measured and evaluated. It is valuable to break the activities into specific tasks, which can be assessed for outcome and linked to proposal objectives and benefits.

13. Plan of Work: State the major activities year-wise, their location and the personnel responsible.

14. Project Cost:

- a. Budget summary – self explanatory
- b. Budget details – Give head wise detailed budget estimates (the estimates must be justified as per project activities).

Explanation of some heads is given as under:

Honoraria (A030). The PI and Co-PI shall be entitled to draw remuneration per year as under:

S. #	University Faculty members	Scientists/experts of other organizations (BPS)	PI	Co-PI
	Professor	21	Rs. 80000/-	Rs. 40000/-
	Associate Professor	20	Rs. 70000/-	Rs. 35000/-
	Assistant Professor	19	Rs. 60000/-	Rs. 30000/-
	Lecturer/Research Officer	17 & 18	Rs. 50000/-	Rs. 25000/-

Seminar/Workshop/Symposia (A03903): Expenditure incurred on seminar/workshop for scientists to be held at the Host Institution in the last/third year of the project will be met out of this head. This seminar/workshop should focus on results, accomplishments of the technology transfer project and future strategies.

Fellowship/Stipend (A03959): Fellowship/Stipend shall be paid at the following rates:

1. For Ph.D student (completed 18 years education in the relevant field)= Rs.13000/PM
2. For M.Sc(Hons)/M.Phil student (completed 16 years education in the relevant field) = Rs. 8000/PM

Exhibitions, Fairs and Framer days (A03918): Expenditure incurred on dissemination events (i.e Training of farmers/Extension workers, Farmer focus group meetings, Farmers Field days, Demos, Exhibitions, Media events etc.) will be met out of this head.

Service Charges (Audit/Account Fee): Will be worked out as 2% of the operational expenses

Payments to Govt/University for services (Support to Host Institutes): Will be worked out as 15% of operational expenses.

15. State if the proposal has been submitted to some other aid giving agency for financial support, if so with what results?

The investigators often submit their proposals to more than one funding agencies. It is therefore appropriate to provide the information to avoid any complication.

16. Certification: Project proposal must be signed/stamped by PI, Co-PI and Private Partner involved.

17. Endorsement:

- a. In case of faculty members from UAF, endorsement is required from the Chairman and Dean/Director concerned and the proposal must be routed through Director, ORIC.

- b. In case of applicants from outside the UAF, endorsement from the Head of Institution/organization required in addition to the concerned Dean/Director/Chairman.

Literature Cited: All the references cited in the text should be enlisted in alphabetical order following “Author-Year-Title-Source” System.

Updated Feb-2017



ENDOWMENT FUND SECRETARIAT
UNIVERSITY OF AGRICULTURE, FAISALABAD, PAKISTAN
UAF-US COLLABORATION FOR STRENGTHENING OF AGRIL. ACADEMIA

Phone: 041-9201125, 9200161-170, Ext. 3604, 3607, Fax: 041-9201333

Email: efs@uaf.edu.pk

Proposal Identification No

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(To be allotted by EFS)

COMPLETE PROJECT PROPOSAL
(Product Commercialization)

1. Project Title: _____

2. Applicant's Details (attach CVs).

Note: (Only regular/TTS faculty members/researchers/scientists of all public entities which demonstrate needed research and development capabilities in the relevant field and financial responsibilities may apply).

a) **Principal Investigator:**

Name: _____
Qualification: _____
Institution/Organization: _____
Present Position: (If employed) _____
Status: Regular/TTS/Adhoc/Contract _____
Postal Address: _____
Telephone/Cell: _____ Fax: _____ E-mail: _____

b) **Co-Principal Investigator** (if required):

Name: _____
Qualification: _____
Institution/Organization: _____
Present Position: (If employed) _____
Status: Regular/Adhoc/Contract _____
Postal Address: _____
Telephone/Cell: _____ Fax: _____ E-mail: _____

3. Budget/Total Cost: Rs. _____ million

4. Location: _____

5. Project Duration (months): _____ Date of initiation: _____

6. Brief description of Product/Technology (1-2 page outline including Existing Situation, Justification, Scope and approach)

7. Developmental stage of the product/Technology

- ☐ Idea/ Concept ☐ Product Developed – No Sales to Date
☐ Operational Prototype ☐ Product Fully Developed –Sales Achieved

8. Objectives:

9. Collaborating Partner from Public/Private Sector

- a) Name of Collaborator: _____
b) Detail of collaboration: _____
c) Contact person: _____
d) Address/Contact: _____

10. Product Manufacturing Plan: _____**11. Product Commercialization Plan** including

- a) Product analysis, b) Market analysis, c) Patent status, d) Royalty, e) Risk analysis.

12. Methodology: Detailed discussion, technical theory, or calculations, product design, fabrication, testing, test protocols, data collection, analysis, evaluation, or other tasks necessary to fulfill the research design may be provided in an appendix and referenced in this section. Be specific as to who will perform the **work, when, where, and how**. Include task deliverables if appropriate. Identify and quantify performance targets as they relate to specific project objectives and tasks. These are the means by which near-term technical and economic success of the project will be measured and evaluated. It is valuable to break the activities into specific tasks, which can be assessed for outcome and linked to proposal objectives and benefits.

13. Plan of work

Year		Activities	Location	Responsibility
1	1 st half			
	2 nd half			
2	1 st half			
	2 nd half			
3	1 st half			
	2 nd half			

14. Project Cost (Rs. in million):**a. Budget Summery**

Sr. #	OBJECT	Year-1	Year-2	Year-3	TOTAL
1	Operating Expenses				
2	Capital Expenses				
3	Service Charges				
4	Other charges				
	Total				

[Double click to edit/fill the budget and DELETE this instructional line after filling]

PROJECT BUDGET DETAIL (Rs. Million)

Code	Object	Year-I	Year-II	Year-III	Total
A. PROJECT STAFF EXPENSES					
A01273a	Remuneration/Honorarium to PI				0.000
A01273b	Remuneration/Honorarium to Co-PI				0.000
A01277	Contingent Paid Staff				0.000
A01270	Others (please specify)				0.000
	Sub Total (A)	0.000	0.000	0.000	0.000
B. OPERATIONAL EXPENSES					
A03201	Postage & Telegram				0.000
A03202	Telephone & Trunk Calls				0.000
A03205	Courier and Pilot Services				0.000
A03770	Consultancy Services				0.000
A03805	Travelling Allowance				0.000
A03806	Transportation of Goods				0.000
A03807	POL Charges				0.000
A03901	Stationary				0.000
A03902	Printing & Publication				0.000
A03903	Seminar/Workshop/Symposia				0.000
A03918	Exhibitions, Fairs and Farmer days				0.000
A03919	Payment to others for services rendered				0.000
A03942	Cost of Other Stores (Feed, Seed, Fertilizer, Chemicals, etc)				0.000
A03959	Fellowship/Stipend				0.000
A13101	Repair of Machinery and Equipment				0.000
A13201	Repair of Furniture & Fixture				0.000
A13301	Repair of Office Building				0.000
A13303	Repair of Other Buildings				0.000
A13703	Repair of I.T Equipment				0.000
A03940	Unforeseen Expenditure				0.000
	Sub Total (B)	0.000	0.000	0.000	0.000
C. CAPITAL EXPENSES (Give detail in given list of capital items)					
A09203	Purchase of I.T Equipment				0.000
A09601	Purchase of Plant & Machinery				0.000
A09701	Purchase of Furniture & Fixture				0.000
A09801	Purchase of Livestock etc.				0.000
A09899	Others (please specify in list of capital items)				0.000
	Sub Total (C)	0.000	0.000	0.000	0.000
A03915	Payments to Govt/University for services (Support to Host Institutes) 15 % of Operational expenses (B)	0.000	0.000	0.000	0.000
A03933	Service Charges (Audit/Accounts Fee; 2 % of operational expenses i.e. B)	0.000	0.000	0.000	0.000
	GRAND TOTAL	0.000	0.000	0.000	0.000

NB. Attach justification for all the capital expenses with estimated costs along with supporting invoice/catalogue pages)

LIST OF CAPITAL ITEMS*
(Insert more rows where needed)

Head	Item with <u>Specifications</u>	Rate	Quantity	Amount (Rs.)
A09203	Purchase of I.T Equipment			
Sub-total				
A09601	Purchase of Plant & Machinery			
Sub-total				
A09701	Purchase of Furniture & Fixture			
Sub-total				
A09801	Purchase of Livestock etc.			
Sub-total				
A09899	Others (please specify)			
Sub-total				
GRAND TOTAL				

*Give justification of capital items

Note:

1. Please attach quotation for each item costing Rs. 0.100 million or more
2. After the completion of project, the capital assets will be the property of EFS, UAF. However, the equipment, etc. might be allotted to participating/cooperating Institutions with fair justification.

15. State if the proposal has been submitted to some other aid giving agency for financial support, if so with what result?

16. Certification

It is certified that the above information is accurate and the proposal will be executed in accordance with the agreement with EFS, UAF. That I will complete the proposed work plan and the results/outcomes of the project will be shared with EFS, UAF.

Principal Investigator

Co-Principal Investigator

Name: _____

Name: _____

(Seal and Signature)

Date: _____

(Seal and Signature)

Date: _____

17. Endorsement

It is certified that this proposal has the concurrence and support of

Chairman of Department

Dean/Director/Head

(Seal and Signature)

Date: _____

(Seal and Signature)

Date: _____

Note:

- a. In case of faculty members from UAF, endorsement is required from the Chairman and Dean/Director concerned and the proposal must be routed through Director, ORIC.
- b. In case of applicants from outside the UAF, endorsement from the Head of Institution/organization is required in addition to the concerned Dean/Director/Chairman.

Literature Cited: