Project Title

PI’s and Affiliations

Value Proposition

• The one slide “Executive Summary” - Establishes audience receptivity to your opportunity

• Summarize key products / services which your technology will enable

• Describe:
  1. The economically substantial problem
  2. That products / services coming from your technology uniquely solves
  3. And how that can be best brought to market
Research Team

- Provide a brief introduction of the research team and any outside partners in the project

Research Project Overview

- Overview research activities
  - Summarize accomplishments to date vs. objectives set at the beginning of the project
  - Identify objectives still to be met

- Provide a brief overview of resultant technologies

- Summarize key technology features on which a product / service would be based
Products / Services Overview

- Outline products and services enabled by your technology emphasizing product features, functions, and customer benefits

- Is this an evolutionary or revolutionary offering
  - Better-Faster-Cheaper - Ability to build market share with higher quality / performance or lower prices
  - Brave New World - Strategy to attract early adopters and penetrate market with new product

- Include an overview of the revenue streams that might be generated by the products / services enabled by your technology

Intellectual Property

- Outline intellectual property position
  - Invention disclosures and patent applications submitted
  - Invention disclosures and patent applications planned for the near term

- Outline relevant known intellectual property of others, either within UF (complimentary) or outside of UF (competitive)
Competitive Analysis

- Summarize competitive products & technologies and define your competitive advantages

- Consider a Competitive Matrix comparing your technology against competitive products/technologies for key user features such as cost, performance, ease of use, etc.

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<th>Key User Feature 1</th>
<th>Key User Feature 2</th>
<th>Key User Feature 3</th>
<th>Key User Feature 4</th>
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<td>Your Tech</td>
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<td>Competitive Tech 1</td>
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Market Overview

- Market Opportunity – Key market problems/needs being addressed

- Market Identification – Your plan to identify the highest potential customer base; Who might be the early adopters

- Market Structural Characteristics
  - Market size (annual revenue) and growth rate (historical and predicted annual percentage growth)
  - Is this a niche of a larger market
  - What major drivers or trends have or will impact your market
  - Technology change rate
Regulatory Environment

• Summarize the regulatory requirements that a company will have to address to bring your technology / product to market

Next Steps and Resource Requirements

• Summarize key technology development and funding requirements

• Isolate key decisions and issues that need near-term vs. long term resolution

• Summarize who would be the highest potential commercialization partners and why they are key to commercialization

• Planned next steps in development / commercialization process