

# The CPC Pilot Funding Program

Michael Zapata III  
NC State Entrepreneur-in-Residence



# Pilot Funding Objectives

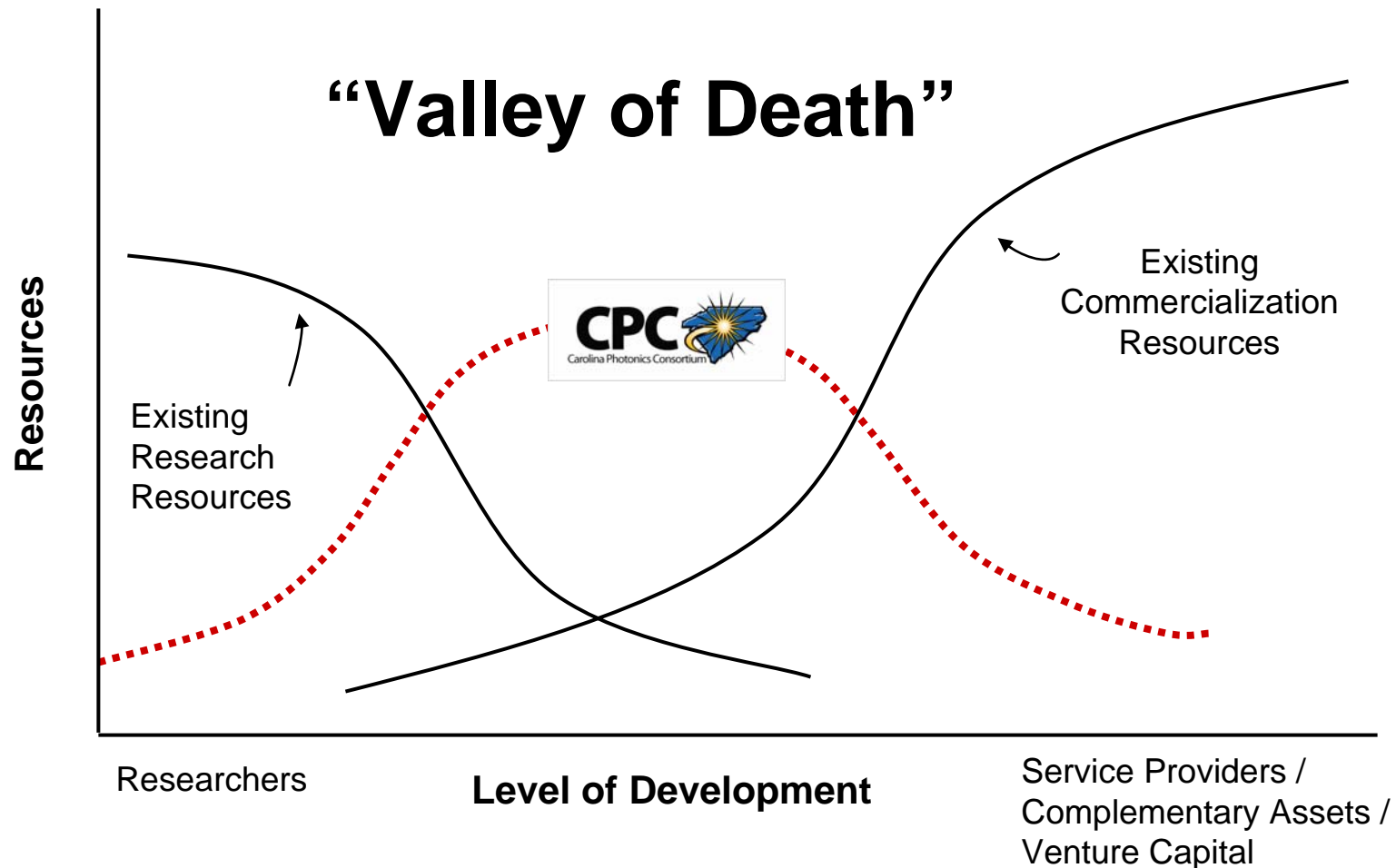
- Develop and improve the process
- Develop a pipeline
- Establish the Board
- Build vignettes for Advocacy
- Promote involvement and inter-institutional relationship building

# The Modern Scientist/Engineer

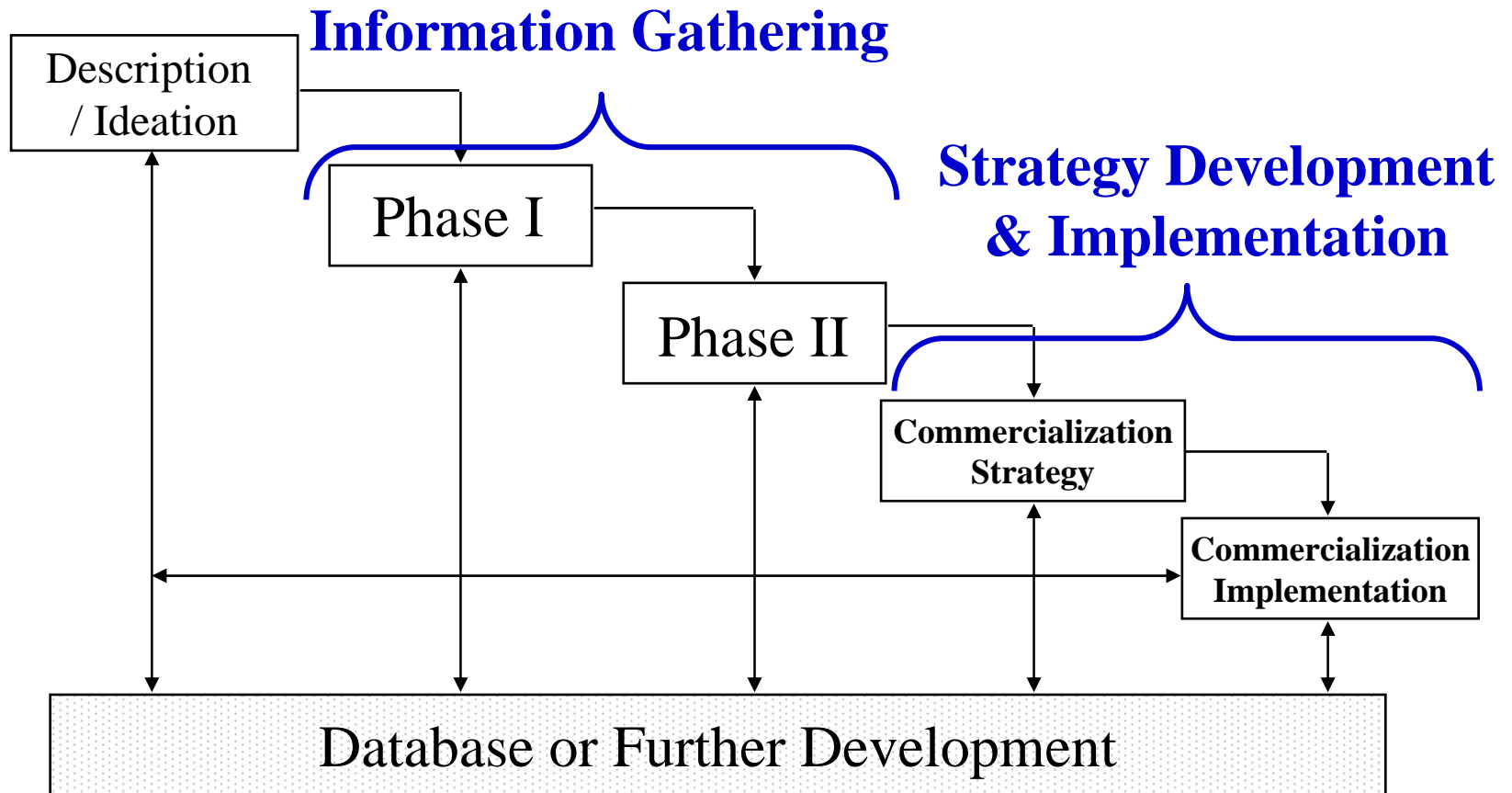
- Gone is the historical model – science for science
- Now a pursuit of complete information
- The bubble economy changed the world view
- You have an elitist attitude – you are smarter...
- Communication and education skills widening
- Have guns, will travel
- We are here to support the commercialization of your work and hopefully give you a few new bullets in your gun

# The Problem:

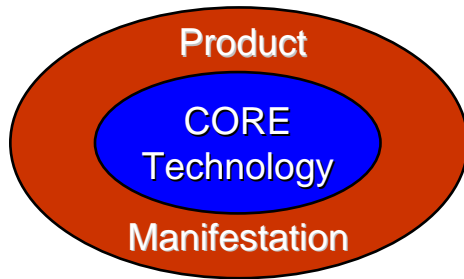
## The Gap between Research and Commercial Application



# The TEC Algorithm



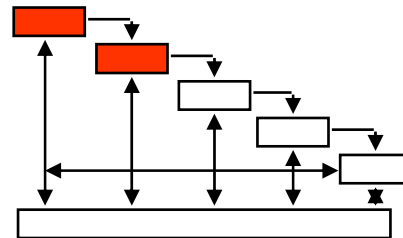
# Creating the Business



Building the Emerging Case

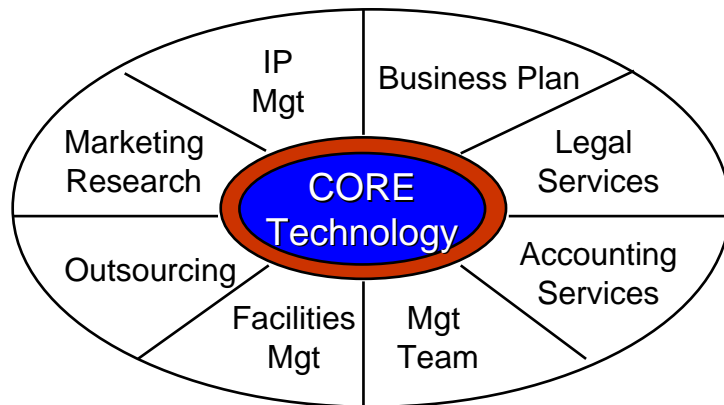
Ensure that the core technology is commercially viable

- Developing a large number of applications
- Identifying optimal product manifestations
- Selecting the appropriate business model
- Building the business case

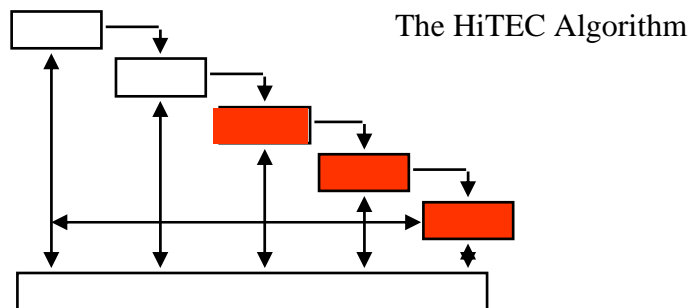


The TEC Algorithm

# Creating the Business



## Building the Emerging Case



- Ensure that the core technology is commercially viable
- Identify required complementary resources
- Make partnering, leveraging, and acquisition decisions regarding essential assets
- Write the business plan
- Launch the business
- Network and place the opportunity with customers, partners & investors
- Support the company to revenue or an investment round

# Full Program (Future)

## Proposed Gates and Requirements

CPC Funding	\$0	<\$5k	<\$50k	>\$50k<\$200k
Phase	Search	Phase I	Phase II	Commercialization Strategy
Purpose	Input Qual	Discovery	Proto and Oppy	NPD and Business Case
Faculty	Idea Submission	Presentation	Participation	-----

# Pilot Funding Program

## Proposed Gates and Requirements

CPC Funding

\$10k

Phase

Search

Phase I.1

Purpose

Input  
Qual

Discovery

Faculty

Doc Idea  
Submission

Presentation

# Distribution of Pilot Proceeds

- \$2500 awarded upon completion of “boot camp” and completion of project plan
- \$6500 allocated in accordance with project plan (roughly \$2500 for business and \$4000 for technology)
- \$1000 awarded on completion of final report and presentation deck (vignette)

# Expected Output at Pilot Program Conclusion

- Defined set of products for evaluation
- T – P – M linkages
- Functional and Strategic Assessments
- Commercialization Scenarios (not a BP)
- Advancement or derisking of technology for the specific product application
  - PoC, prototype, etc.
  - Technology performance assessment
- An external presentation for CPC promotion

# The Application



## **CPC Technology Competition Submittal Form**

*Submit electronically to Jeff Conley at [jcon@charter.net](mailto:jcon@charter.net) no later than 12 October 2007*

Name of Primary Applicant or Lead Inventor:

Title / Position:

Other Project Team Members:

University of Primary Affiliation:

Other Universities Participating:

Email Address:

Office Phone:

Alternate Phone:

Submittal Date:

Pithy Name for the Technology:

# Timeline

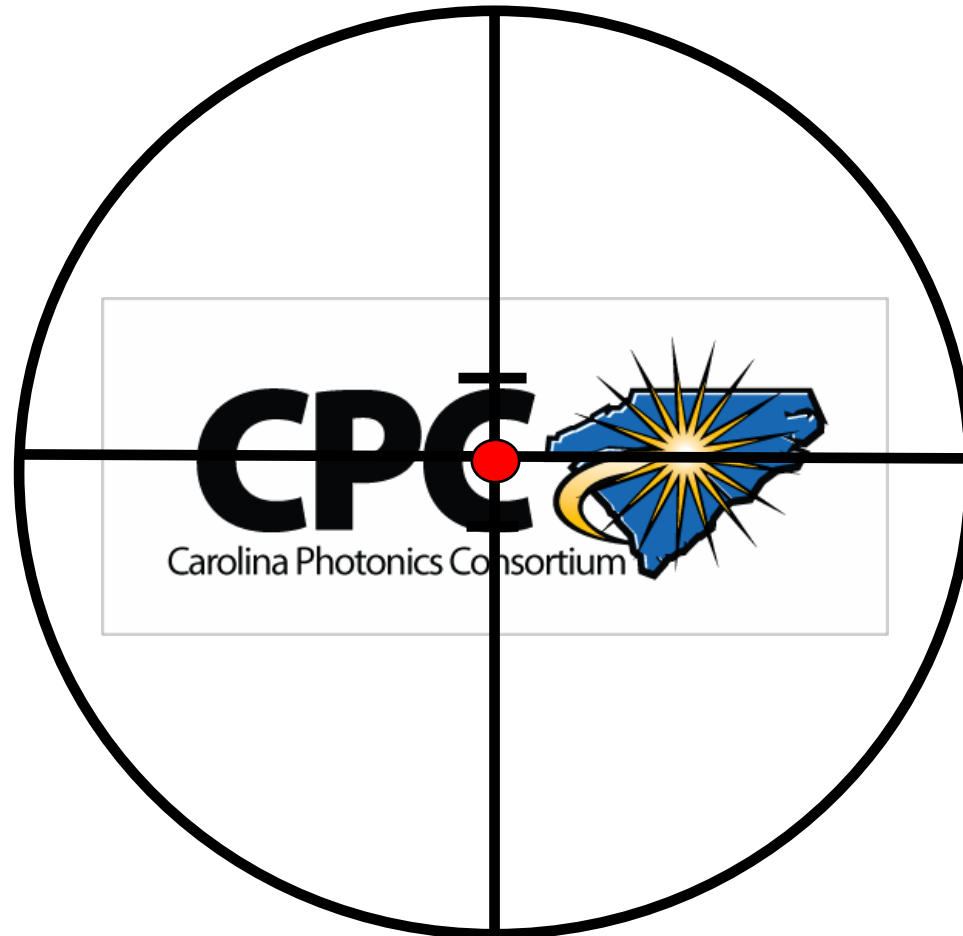
Call for Submissions	14 August through 28 September
Webinar	13 September
Deadline for Submissions	12 October
Triage	End of October
Review Board / Announcement	16 November
Boot Camp for Awardees and Initial \$2500	30 November
Submission of Project Plan	31 December
Preliminary Report	30 April 08
Final Report	31 July 08

# Other Factors

- CPC funding is not for pursuit of new basic research
- Multi-institutional partnerships are good
- Business probability of success – not the coolest technology
- Short answers result in a quick answer
- Review board (scientific and business)
- Participation in the “commercialization boot camp”
- Commitment expectations
- Having capable graduate students will make a big difference
- You influence the IP, but neither you or CPC own it
- The TTO is your friend – play together or do not play at all
- Fun and profit can mix with knowledge creation and teaching

It is OK to do well, while doing good!

# Time to Take a Shot!



Concerns or Issues: [jcon@charter.net](mailto:jcon@charter.net)