

Innovation Commercialization Assistance Program (ICAP) for Clean Technology and Modeling & Simulation

What is ICAP?

The Virginia Small Business Development Centers (SBDC) Network at George Mason University has established, with funding from the U.S. Small Business Administration, [an Innovation Commercialization Assistance Program \(ICAP\) designed to assist Virginia entrepreneurs with commercialization of their innovations](#). The program will provide assistance and guidance enabling participants to 1) Create New Ventures, 2) Fund Research & Development, 3) Raise Capital, and 4) Create New Jobs.

Who is eligible?

ICAP specifically supports Virginia businesses, entrepreneurs, universities or research centers who are commercializing innovations in two industry sectors:

Clean Technologies such as

- Power Generation
- Smart Grid Technology
- Renewable Fuel
- Mining
- Other Emerging Technologies

Modeling & Simulation applications in

- Military/Defense
- Homeland Security
- Social Sciences
- Healthcare & Medicine
- Game-Based Learning

What is the value to me?

As a participant, you will receive a **FREE Client Market Assessment (CMA)** for your innovation. The CMA will be developed by subject matter experts in your industry and includes:

- SWOT Analysis
- Summary
- Grade
- Recommended next steps

Selected participants, based on your CMA and alignment with ICAP goals, will also receive additional customized counseling to support getting your innovation to the market!

How do I apply?

Visit <http://bit.ly/A3DouL> to apply online!

Complete the included Client Application and submit to shine@virginiاسبdc.org. Detailed information is required for participation to ensure a comprehensive CMA. **We can only accept 45 participants from each industry, so don't delay!**



The Virginia Small Business Development Centers Network is a partnership between the U.S. Small Business Administration, George Mason University—Mason Enterprise Center, and local host organizations. The network includes 29 local Small Business Development Centers across Virginia that provides business counseling, training and information resources to help grow and strengthen small businesses.

SHINE is a contracted agent of the Virginia SBDC Network. SBDC client confidentiality and privacy are rigorously maintained. CMA provided is based upon SHINE's established and unparalleled methodology, which has been successfully used to perform commercial viability assessments of technologies from universities, federal laboratories, and the private sector.

Innovation Commercialization Assistance Program (ICAP)

Client Application Form

Please fill out all sections completely. Try to include as much information as possible. Only the first 45 applicants from each industry will be accepted into this Program. We cannot accept any applications that have missing or incomplete information. Submit completed form and any additional attachments to shine@virginiasbdc.org. To participate in this program you must be a registered Virginia SBDC client. If you are not already registered, you will be redirected to the SBDC's website at the end of this application.

Part I: Client Information

1. Business Name:	1a. Business Phone:
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1b. Business Address:

2. Point of Contact (POC):	2a. POC Title:
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2b. POC Phone:	2c. POC Email:
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PART II: Innovation Specific Information

3. Industry Application (Mark all that apply)

Modeling and Simulation:

☐ Military/Defense
☐ Homeland Security
☐ Healthcare/Medicine
☐ Social Sciences
☐ Game-Based Learning
☐ Other:

Clean Technologies:

☐ Power Generation
☐ Renewable Fuels
☐ Mining
☐ Smart Grid Technologies
☐ Energy Efficiency
☐ Other:

4. Program Assistance Request

What areas of program assistance are you seeking? (Mark all that apply)

<input type="checkbox"/> Financing Guidance <input type="checkbox"/> SBIR/STTR Proposal Guidance <input type="checkbox"/> Marketing/Sales Guidance	<input type="checkbox"/> New Venture Formation <input type="checkbox"/> Other:
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5. Short Title of Innovation:

6. Summary Narrative

Provide a summary of the innovation and identify the problem it solves. Include a description of any relevant background information and history. Describe what makes the innovation different from and/or better than currently available solutions. Provide information supporting your claim.

7. Stage of Development			
Concept	Demo/Prototype	Initial Operating Capability	Product
7a. Provide additional information regarding the stage of development of your innovation.			
8. Intellectual Property Protection Status			
Not Protected Provisional Patent	Patent Application Filed Issued Patent	Registered Copyright Registered Trademark	Other:
8a. IP Protection Identifier (example Control Number, Patent number, Publication Number, PCT Number):			
PART II: Market Information			
9. Market Analysis			
9a. What market applications do you envision for your innovation? Include potential alternative uses. For each application note the need(s) addressed, market size and growth forecast.			
Market Application	Need(s) Addressed	Current Market Size (\$)	5 Year Growth Forecast (\$)
Example: 4G Smartphone	Multimedia requiring higher bandwidth of 4G network.	\$4.2B	\$8-9B
9b. List competing products/services. Please provide company names, product titles and descriptions.			
10. Requirements to Get to Market			
10a. List critical factors influencing successful commercialization of your innovation. Identify factors as enablers or threats. List influences on each factor (people, places, or things; e.g., competition, geographic/cultural market preferences, expected regulatory issues.)			
Factor	Enabler	Threat	Influence (People, Place, or Thing)
Example: 4G Development Via Carriers	X		Rick Kaplan, FCC Wireless Technology Bureau Chief
Example: Limited Availability		X	Rural communities

10b. What is required to achieve initial operating capability? Submit a Work Breakdown Structure (WBS) with this application if available.

10c. What do you see as your primary barriers in getting your innovation to market?

PART III: Resource Requirements

11. Management Team

11a. Describe your current Management Team. Include a short summary of each member's experience level and area of expertise.

11b. What positions and areas of expertise are you currently lacking on your Management Team?

12. Funding Summary

What funding is needed, pending or has been received?

Source of Funding	Dates	Use(s)	Amount (\$)	Status
Example: Nokia Venture Partners	2/2011- Present	Product development and operational expenses	\$3.2M	
Example: Department of Homeland Security	3/2012 expected award	Deploy 4G PDA for first responders	\$1.5M	

13. Non-Financial Resources

What non-financial resource needs do you currently have available? Which are still needed?

Resources	Available	Needed
Example: Labor	2 Developers, 1 Product Manager	3 Marketing/Sales Representatives
Labor		
Materials		
Other IP		
Tools		
Infrastructure		
Other		

PART VI: Final Submission and Virginia Small Business Development Centers (SBDC) Client Verification**14. Are you a currently registered SBDC Client?**

No, I have never registered with SBDC.

Step 1:

SUBMIT

Submit Client Application to shine@virginiasbdc.org

Step 2:

REGISTER

Register as an SBDC Client at <http://bit.ly/yGT9oa>.

*****You must be an SBDC registered client to be considered for this program.***

Yes, I am an existing client.

SUBMIT

Submit Client Application to shine@virginiasbdc.org

*****Your SBDC client status will be verified prior to acceptance into this program.***