



Innovation For A Safer Nation

GOVERNMENT-ACADEMIA T2 APPLICATION – PART I

1. **Project Title:** _____

2. **Principal Investigator/Project Manager:** *(serves as point of contact for all communications)*

Name:	Laboratory
Position/Title:	Address:
Phone:	Patent Number(s) w/date issued
Fax:	Navy Case Number(s) w/Status
Email:	Website:

3. **Technology Description and Project Goals:** (250 word limit)

Abstract:

3. **Desired work to be completed by student team (You may select more than one of the below services)**

a. Horizontal Market Analysis: Designed to identify and prioritize possible market verticals (specific markets where the technology may be deployed. For each vertical included in the study, the team will discuss relevant market issues related to size, trends, and driving forces, industry structure, critical risks and barriers to entry.

b. Vertical Market Analysis: Designed to evaluate how the technology may be deployed in a single vertical that appears to be most promising. In addition to addressing the issues outlined above in the horizontal market analysis, the team will seek to gain a greater understanding of customer needs in the market, the power of existing and future competitors, the existence of potential strategic alliance partners, and possible paths to commercialization.

c. Licensing Objective: When the market verticals are well understood a licensee objective can be used. The team would look at those market verticals, create potential licensee lists ideally based on criteria developed during vertical market research, contact and provide marketing material to the potential licensees, and obtain primary data, input and either interest or feedback as to why they are not interested.



Principal Investigator/Project Manager Certification: To the best of my knowledge, I certify that the information contained in the application is true and discloses all requested information:

Signature: _____ **Date:** _____

Note: The forwarding e-mail from the PI/PM will serve as certification in lieu of a signature – type in name and date.