

## MANDATORY ATTACHMENT TEMPLATE – Merit Criteria

*Accelerating Commercialisation* applications for grant funding will be assessed against the following six merit criteria. Your application is first assessed against the 'need for funding' criterion (except in the case of Commercialisation Offices and Eligible Partner Entities). Only applications that clearly demonstrate a need for funding will be assessed against the remaining merit criteria and receive a merit ranking.

Please address each of the merit criteria by following the prompts before each criterion unless irrelevant (e.g., explaining your manufacturing strategy when the business model does not involve manufacturing). Where you are unable to fully address a merit criterion, please explain how you intend to get the information you need.

You will need to substantiate your case and provide evidence in support of your claims against the merit criteria. Please consult with your Commercialisation Adviser to ensure that your substantiation is appropriate for your particular circumstances.

**Include pictures and diagrams in the application where useful.**

*You may attach other documents you feel help support your application and/or claims made in relation to the merit criteria. Please note there will be an overall 20MB limit applied to attachments including this Mandatory Attachment.*

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### Merit Criterion 1 – Need for funding

*If you are a Commercialisation Office or Eligible Partner Entity, do not answer this question. Proceed to Merit Criterion 2 – Market Opportunity.*

All other applicants must address the following:

- Explain why you do not have sufficient financing to fund the entire project.
- Explain why it would be unreasonable to expect that you should obtain financing from alternative sources.
  - What efforts have you made to obtain financing from alternative sources, including loans and equity investment?
  - Explain why shareholders and directors do not have sufficient resources to provide the necessary funding for the project.

If Need for Funding is not established your application will not be successful. Give specific examples of potential investors or financiers approached and their responses.

*Enter your response below:*

1000 word limit

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### Merit Criterion 2 – Market opportunity

All applicants must address the following:

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- Explain the customer problem you have solved and/or what market demand your novel product, process or service satisfies.
- Define your target market. Who are the intended customers, for example:
  - consumers (e.g. what is your demographic target?)
  - businesses (e.g. sector; buyers; business size?)
  - government (e.g. public sector function; buyers; jurisdiction).
- Estimate the size of the target market:
  - average \$ revenue per customer
  - number of customers in priority geography(ies)
  - total achievable \$ revenue of target geography(ies).
- Explain the structure of the market (in particular the value/supply chain and relationships between suppliers, distributors, influencers and end customers) and your intended place in it.
- Define your intellectual property (including its novelty), any protection mechanisms employed (e.g. patent, trademark, etc.), and how it aligns with the market opportunity.

*Enter your response below:*

1600 word limit

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### Merit Criterion 3 – Value proposition

Explain the value proposition for your intended customers or customer segments, for example:

- Explain why customers will want to buy your product, process or services, including the customer needs, desires and drivers (what motivates them to buy?) and if applicable, instead of existing alternatives.
- The competitive advantage (how your product, process or service is superior to currently available offerings, and why it is preferable to the status quo?) and who are the most likely competitors for your new offering?
- What alternatives or substitutes do your intended customers currently have?
- Provide independently verifiable evidence of why customers want your product, process or service, and why they would be prepared to pay for your product, process or service at your proposed price
- What evidence do you have to confirm the functionality and/or technical viability of your product, process or service?

*Enter your response below:*

1000 word limit

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### Merit Criterion 4 – Execution plan

Explain the execution plan for the project and your business overall.

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### *Project plan:*

- Project plan for the project, for instance project activities, milestones, time plan (eg Gantt chart), budget and deliverables.

### *Business strategy:*

- Execution plan for the business overall including post commercialisation strategy.

### *Market:*

- The path to market (e.g. direct sales, distribution channels, franchising, etc.)
- The key structural or market challenges to be addressed (e.g. government regulation, market inertia, timing imperatives, manufacturing capability/capacity, etc.)

### *Operational plan:*

- The core elements of the operational plan, which could include but is not limited to:
  - The business model (how do you plan to derive your revenue lines?)
  - The delivery model (that is, the supply chain and delivery chain, or how you will acquire and service the customer for example: order placement and reception, logistics of delivery, customer service infrastructure etc.)
  - Human resources (and key performance indicators for an Experienced Executive if relevant)
  - Infrastructure establishment
  - Marketing and communications
  - Sound financial plan including cash flow over the project period taking into account the grant funds
  - Customer/channel support arrangements
  - What will be done internally, what is outsourced, will partners be used?

### *Other:*

- How any intellectual property necessary for successful commercialisation will be managed (e.g. future protection strategies, freedom to operate, patent insurance, etc.)
- Identify anticipated future capital requirements to ultimately exploit the market opportunity
- Where applicable, explain the manufacturing strategy
- Provide a risk analysis including description of the risk, likelihood, possible impact and mitigation strategies.

*Enter your response below:*

1600 word limit

If you intend to establish a state-of-the-art manufacturing plant or a pilot manufacturing plant, explain how the plant will meet the eligibility criteria set out in section 3.4 of the Eligible Expenditure Guidelines.

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*Enter your response below:*

200 word limit

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### Merit Criterion 5 – Management capability

In addressing this criterion, applicants should address the following.

- Provide a short summary of the skills and expertise of your founders and key personnel including, in relation to the particular stage of the project, what level of expertise the applicant has in:
  - commercialisation management
  - project management
  - business management; and
  - the relevant sector/technology domain.
- Discuss the membership of your board and/or any advisory committee or group that may have been established, or planned to be established, to help guide senior management.
- Explain any gaps or deficiencies in management expertise and/or resources, and how you intend to address these during and beyond the project, including any recruitment plans (whether funded by the grant or otherwise).

*Enter your response below:*

1000 word limit

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### Merit Criterion 6 – National benefits

In addressing this criterion, applicants should address the following:

- Explain how the project will benefit Australia (for example, new direct or indirect jobs, reduction in healthcare costs, environmental benefits) and/or promote economic growth and competitiveness.
- Explain what significant spill-over benefits will accrue to Australia through conduct of the project and/or successful commercialisation including: diffusion of knowledge and skills, diffusion of new products, processes or services and/or increased collaboration between businesses and/or businesses and research institutions.

*Enter your response below:*

1000 word limit

Does your project target and/or participate in any of the Growth Sectors (refer [Appendix A](#) for definitions)? (Choose as many as apply)

- no growth sector
- advanced manufacturing

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- food and agribusiness
- medical technologies and pharmaceuticals
- mining equipment, technology and services
- gas and energy resources

If applicable, briefly explain why the project fits in any of the Growth Sectors.

250 word limit