

# Accelerating Commercialisation Grant Application

## Assessment Criteria

*You may wish to provide your answers to the assessment criteria in this attachment, rather than answering directly into the online form. The online form only allows 5000 characters for you answer to each criterion. If you use this attachment, please insert "See Attachment" as your answer to the assessment criteria questions in the online form. Attach this document to your application form.*

You must address all assessment criteria in your application. We will assess your application based on the weighting given to each criterion.

The application form asks questions that relate to the assessment criteria below. The amount of detail and supporting evidence you provide in your application should be relative to the project size, complexity and grant amount requested. You should provide evidence to support your answers. The application form displays size limits for answers.

We will only consider funding applications that score highly against each assessment criterion, as these represent best value for money. Note that you must provide a strong case for need for funding (unless you are Research Commercialisation Entity or an Eligible Partner Entity) and a strong case that your product, process or service is novel, to be successful for this grant opportunity. Research Commercialisation Entities or an Eligible Partner Entities are not required to demonstrate need for funding because their predominant purpose is commercialising publicly-funded research with benefits that can be shared with the broader Australian public.

**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 attachment.*

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### Criterion 1 – Impact of the grant (16 points)

You should demonstrate this by addressing the following:

- a. your need for funding, i.e. why you are unable to access sufficient funding for the entire project, including from your directors and shareholders, loans or equity investment and why it would be unreasonable to expect you to obtain all requisite funding from alternative sources
- b. the positive impact the grant will have on the size, scale or timing of your project
- c. whether your product or service targets or participates in one of the growth sectors
- d. the broader economic benefits to be gained through your project, e.g. whether it will create jobs, export growth, diffusion of knowledge, increased collaboration or best practice.

Notwithstanding your overall score against this assessment criterion, unless you are a Research Commercialisation Entity or an Eligible Partner Entity you must score highly against need for funding to be successful for this grant opportunity.

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In the event where private institutional investor(s) have provided investment, you will not score highly against need for funding unless your application demonstrates all, or a combination of the below:

- your requested grant amount is less than \$500,000
- this is your first major investment from an institutional investor
- your institutional investor is registered under Early Stage Venture Capital Limited Partnerships (ESVCLP)
- the investment is mutually beneficial to you and the investor; e.g. the grant is not intended to lower the cost of capital for the investor.

*Enter your response below:*

2000 word limit

Does your project target and/or participate in any of the Growth Sectors (Choose as many as apply)

- no growth sector
- advanced manufacturing
- 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

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### Criterion 2 - Management capability (24 points)

You should demonstrate this by describing:

- a. your team's track record and/or access to appropriate personnel with the relevant business, commercialisation and market/technology expertise and experience to deliver your project
- b. your governance arrangements (e.g. project oversight, advisory boards etc.).

*Enter your response below:*

2000 word limit

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### Criterion 3 - Market opportunity (20 points)

You should demonstrate this by explaining:

- a. how the product, process or service that you wish to commercialise is novel

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- b. the customer problem you propose to solve and the market demand your novel product, process or service satisfies within Australia and overseas markets
- c. your target market including:
  - 1. intended customers (e.g. individuals, business or government)
  - 2. market size (e.g. number of customers, average revenue per customer)
  - 3. market structure (e.g. the value/supply chain and relationships between suppliers, distributors, influencers and end customers)
  - 4. your pricing strategy
  - 5. your position in the market.
- d. your intellectual property strategy including any protection mechanisms that may be employed (e.g. patent, trademark, etc.), and how the strategy aligns with the market opportunity.

Notwithstanding your overall score against this assessment criterion, you must provide a strong case that your product, process or service is novel to be successful for this grant opportunity.

*Enter your response below:*

5000 word limit

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### Criterion 4 - Value proposition (20 points)

You must describe and provide evidence that demonstrates:

- a. why customers will want to buy your product, process or services (include the economic analysis and description of value creation)
- b. your most likely competitors and your competitive advantage
- c. any market research you have undertaken to validate your value proposition
- d. that your product, process or service is functional or technically viable.

*Enter your response below:*

2000 word limit

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### Criterion 5 - How you plan to deliver your project (20 points)

You should demonstrate this by describing:

- a. your project plan including activities, milestones, budget and deliverables
- b. your execution plan including your path to market (e.g. direct sales, distribution channels, franchising)
- c. your operational plan including your business and delivery model, human resources, marketing and communications plan, financial plan, manufacturing strategy (where applicable) and your plan to manage risk

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- d. how you intend to address structural or market challenges (e.g. government regulation, market inertia, timing imperatives, manufacturing capability/capacity, market barriers etc.)
- e. how you will manage intellectual property including:
  - 1. your intellectual property (e.g. future protection strategies, freedom to operate, patent insurance, etc.)
  - 2. any intellectual property you need to deliver your project (e.g. ownership, access and/or beneficial use).

You must attach an operational plan that includes project plan, cash flow and project budget, execution plan, and intellectual property protection strategy to your application.

*Enter your response below:*

2000 word limit