



Request for Proposals: Spring 2010

E-BASIC Program:

Business Assistance for Start-Ups in North Central Oklahoma

In a Nutshell: The E-BASIC Program announces a Request for Proposals (RFP) for business start-ups and for business support activities in North Central Oklahoma.

What is E-BASIC? E-BASIC stands for the *Entrepreneur's Business Assistance, Support, Incubation, and Collaboration*, a program that helps new companies and entrepreneurs who are starting companies by providing direct support for their business needs during their early stages of development.

Who is Eligible? E-BASIC encourages applications from faculty, entrepreneurs, small business CEOs, and students in Payne and Kay counties of North Central Oklahoma. Applicants should be seeking start-up business support.

How Much is Available? E-BASIC funding is for a six-month period, with awards typically in the \$1,000 to \$5,000 range.

How May the Funds Be Used?

- To support product development for technologies that could be commercialized and could compete effectively for further funding, such as the various Small Business Innovation Research (SBIR) programs, the Small Business Technology Transfer (STTR) programs or others.
- To provide business start-up support for companies needing general business assistance in operations or personnel, with special emphasis on high technology firms and firms that will provide new jobs for the region.

What Do You Have to Do? In addition to receiving the monetary grant, the successful applicants will participate in a 6-month E-BASIC "Virtual Incubation" program through the Meridian Technology Center for Business Development or the Pioneer Technology Center Business Incubator. This program includes meeting with incubator staff, other entrepreneurs and business support personnel to set business startup expectations and to engage in business planning through formal and informal settings. There are no additional costs to the successful applicant for the Virtual Incubation services.

Additionally, the PI will be expected to attend at least one meeting mid-project with the E-BASIC partners to discuss business issues, business progress and future funding sources, as appropriate. A short final report at the end of the project is also required.

Who is Sponsoring This Program? E-BASIC partners are the Stillwater Chamber of Commerce, the Ponca City Development Authority, the OSU New Product Development Center, the OSU Center for Innovation and Economic Development, the OSU VP for Research and Technology Transfer, Meridian Technology Center and Pioneer Technology Center.



Request for Proposals E-BASIC Program: Proposal Process

How Do I Submit a Proposal? The initial proposal should be no more than two pages in length and should contain the following elements:

1. Title
2. Principal Investigator/CEO with contact information
3. Description of project and/or new product idea
4. Commercialization prospects (Customers and markets)
5. Potential funding sources
6. Plan for patent/copyright and invention disclosure
7. Project timeline
8. Proposed budget (indirect costs are waived)

Note: PIs/CEOs will be expected to present a short verbal proposal overview to the E-BASIC partners and answer questions about the proposal.

How are Proposals Evaluated? All proposals will be evaluated by the E-BASIC partners as well as outside experts on a case by case basis. The assessment criteria are: a) potential for commercialization (50%); b) technical merit (30%) and c) potential for receiving further funding (20%). E-BASIC's partners will honor the confidentiality of all proposals and will sign a non-disclosure agreement with the applicant, as necessary.

Examples: Samples of projects that would be of interest include, but are not limited to:

- A. Transition of product from lab to commercialization;
- B. Feasibility demonstration of products that could result in additional funding;
- C. Projects to strengthen copyright/patent status;
- D. Proofs of concept;
- E. Projects that have not yielded any intellectual property yet require feasibility tests to do so.

What Do You Have to Do? The PI will be expected to attend at least one meeting mid-project with the E-BASIC partners to discuss business issues, business progress and future funding sources, as appropriate. A short final report at the end of the project is also required.

Deadlines? *Submit proposals by April 9, 2010* via email to Dr. Ranji Vaidyanathan (vaidyan@okstate.edu) or to Dr. Glenn Freedman (glenn.freedman@okstate.edu). EBASIC decisions will be made by April 20, 2010.

Questions? Please call Ranji at the New Product Development Center (405-744-5134) or Glenn at the OSU Center for Innovation and Economic Development (405-744-2325).

Note to OSU Faculty: The E-BASIC program complements OSU's TBAG assistance program. You can apply for either or both grants, and both awards are eligible to be used for an OARS match.