

Business Information/Plan Outline
for Prospective Early-Stage/Start-up Company Licensees
University of Illinois
Effective July 15, 2006

All companies wishing to be considered eligible to license University of Illinois intellectual property for the purposes of commercialization have the responsibility to demonstrate the technical and business capability to successfully do so¹.

Prospective early-stage/start-up company licensees' technical and business capability is demonstrated by providing the appropriate University campus Office of Technology Management a plan that addresses the proposed project. The plan should address, but is not limited to the following: the problem the company seeks to address, project management resources, experiences and capabilities, contemplated technology/product development path, expected market-competitive product characteristics/attributes, market and customer analysis, competitors or potential competitors, development plan, timeline and milestones, business model and financing strategy and milestones.

This plan outline is a guide. A plan should be no more than 12 to 15 pages in length.

Plan Outline

Executive Summary (no more than 2 pages)

- I. Problem Statement – include a general overview of the technology of interest, a description of the product and/or products to be developed and the problem to solve or opportunity to address in the market place.
- II. Management Team – include for each member of management their title/function and a statement on their experience, past achievements, capabilities, and relevance to the project; attach a copy of their resume; discuss the resources and capabilities the team collectively brings to the problem/technology of interest and, if appropriate, highlight the timeline over which team members will be recruited.
- III. Development Path for Technology and Products – include a specific detailed description of the technology of interest, the expected market-attributes and characteristics of the product(s) to be developed and the processes and timeline for this development, including expected milestone events in first year.
- IV. Market and Customer Analyses – describe the size of the market and its value, the number and characteristics of potential customers, and so forth.
- V. Competitive Positioning – describe and assess competitors and potential competitors; include a comparison and contrast discussion for the technology of interest and associated proposed product(s) with major competitor technologies/products.
- VI. Business Model – include a discussion of the approach to generating revenue, product pricing, use of funds for operations, for business and product development, etc.
- VII. Financing Strategy – outline funds required to achieve the business goals, evidence of secured funds, timelines for securing additional funds, financing milestones for first year, and so forth.

¹ General Rules, as promulgated by the Board of Trustees, effective Sept. 3, 1998 (“General Rules”), Article III, Section 7(f); VPAA Personnel Policies, Guidelines for the Licensing of University Technology, Section on Business Considerations in the Licensing of University Technology.