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|  | CfB Research Evaluation  and Commercialization Hub |

**REACH Award Application Instructions**

Before preparing your application, carefully review the RFP document to ensure your proposal aligns with program objectives and requirements. Familiarize yourself with all required components of the application, submission guidelines, and evaluation criteria in this document. This is a technology development and commercialization initiative; it is not a basic science project.

**SECTION/PAGE STRUCTURE & LIMITS** The proposal shall consist of five sections: Face Page, Abstract, Market & Commercialization narrative, Project Plan narrative, and References. All sections must be completed. An optional Appendix may be included.

**Feasibility Award**: The narrative sections are limited to 5 pages, total application is 7 pages.

**1. Face Page**. Complete the Face Page at the end of this document. Include it as the 1st page of your proposal. The project title must begin with the word “REACH.”

**2. Abstract.** Include a non-confidential abstract of ≤200 words. Include it as the 2nd page of your proposal.

**3. Market Opportunity and Commercialization Strategy.** Describe components 3a-3b as detailed below, within a 3 page narrative.

**4. Project Plan**. Describe components 4a-4d as detailed below, within a 2 page narrative.

**5. References.** References should be included at the end of the narrative sections. Optional accessory information may be included in an Appendix.

**Proof of Concept (POC) Award**: The narrative sections are limited 12 pages, total application is 14 pages.

**1. Face Page**. Complete the Face Page at the end of this document. Include it as the 1st page of your proposal. The project title must begin with the word “REACH.”

**2. Abstract**. Include a non-confidential abstract of ≤200 words. Include it as the 2nd page of your proposal.

**3. Market Opportunity and Commercialization Strategy.** Describe components 3a-3d as detailed below, within a 9 page narrative.

**4. Project Plan.** Describe components 4a-4d as detailed below, within a 3 page narrative.

**5. References.** References should be included at the end of the narrative sections. Optional accessory information may be included in an Appendix.

**APPLICATION DOCUMENT(S)**

**Formatting Requirements:** The proposal document should use Arial font, size 11 or larger, with at least one-inch margins on all pages. Show page number at the bottom of each page.

**File for Submission:** The final application must be assembled into a single PDF for submission; no other format will be accepted. The PDF should consist of the following:

**Proposal Document**

▪ Page 1: REACH Program Award Face Page (signed by PI)

▪ Page 2: Non-Confidential Abstract

▪ Pages 3-7: Proposal Components (Feasibility Award)

▪ Pages 3-14: Proposal Components (POC Award)

▪ References & Appendix (optional, does not count towards page limits).

**Required Attachments**

▪ NIH-style Biosketch of PI (plus primary co-sponsor, if applicable)

▪ REACH Budget Form (Direct Costs) Form

▪ Project Plan Form (Aims & Milestones)

▪ Research Compliance Form

▪ Intellectual Property Documentation (if any)

▪ Letter of Support from the match-funding company (if applicable)

▪ Letter from Chair, Dean, or Center Director (for non-tenured faculty and postdocs, if applicable)

**File Naming Convention:** The submitted file must be named according to a common convention as follows: *LastName\_FirstName\_ApplicationType.* For example, “*Smith\_John\_Feasibility.pdf*” or “*Doe\_Jane\_POC.pdf.*”

**Submission of Proposal Document:** Email the single PDF containing the proposal and all applicable attachments to *center\_for\_biotechnology@stonybrook.edu*

**Additional Notes**

**Institutional Approvals:** Prior approval from SBU’s Sponsored Programs Office is NOT required for submission and will ONLY be required if the awarded project has a corporate match.

**Supplemental Information:** The review committee may request supplemental information during the evaluation process.

**Program Contact:** Applicants are strongly encouraged to schedule a meeting with the REACH Program staff at CfB to ensure a thorough understanding of the program’s objectives and for help with any general, procedural, and technology development related questions:

Dee Dao, PhD, Associate Director

email: *dee.dao@stonybrook.edu*

**PROPOSAL SECTIONS**

**1. Face Page and Investigator Information:** The Face Page (see end of this document) must include the Project Title, Principal Investigator’s name, title, department, telephone, and email. The project title must begin with the word “REACH.” Signature of PI is required. This should be Page 1 of the final proposal document

If there is a corporate co-sponsor, the Contact Person’s Name, Title, Email address, and Company name must be given. Also, indicate the total number of employees and total number of New York State employees.

**2. Non-Confidential Abstract:** Provide in under 200 words, a succinct description of the proposed work addressing the unmet need, intended customer, envisioned technology, as well as the project deliverables, milestones, and team strength. This should be Page 2 of the final proposal document.

**3. Market Opportunity and Commercialization Strategy:** Provide a well-thought-out discussion of potential market fit of your product/technology, how it is differentiated from existing ones, and how it offers a competitive advantage. Initially, reviewer Reviewers – and later on, investors or funding agencies – need to see clear evidence that the innovation addresses a significant market need, has a defined customer base, and has a realistic path to commercialization.

NOTE: maximum page limits of 3 pages for Feasibility projects, 9 pages for POC projects.

**3a. Market Opportunity:** *Unmet Need.* Clearly state the unmet need, providing evidence/projection from multiple stakeholder perspectives (e.g., patients, clinicians, payers). *Competitive Landscape.* Define the total and addressable market size, citing supporting data. Discuss current and emerging competitors in the field.

**3b. Commercialization Strategy:** *Proposed Product/Solution.* Describe your proposed solution, including the product category, and intended users or primary patient population. Explain how it improves or replaces the current technology and/or standard of care. *Technology Differentiation.* Explain how the proposed technology is superior to existing solutions. Provide data where possible.

**3c. Regulatory Path (Required for POC Applications only):** Describe the expected regulatory pathway and any foreseeable risks.

**3d. Reimbursement Strategy (Required for POC Applications only):** Define how the technology will be reimbursed, including any relevant CPT/DRG/APC codes.

**4. Project Description:** This section includes core proposal elements related to project planning, methodology, and funding. Again, please note that the REACH program does not support basic science research, but supports scientific studies that advance innovations to a commercialization-ready state.

NOTE: maximum page limits of 2 pages for Feasibility projects, 3 pages for POC projects.

**4a. Strategic Development Plan:** *Specific Aims.* Define the scientific and technical objectives of your project. *Milestones & Goals.* Describe measurable progress points that will guide your project. Identify what success looks like at the end of the project and how it aligns with commercialization. *Decision Points (Go/No-Go and Pivot Points).* Outline critical decision points where continuation will be evaluated based on milestone achievements. Identify potential areas where the strategy may need to shift based on experimental or market feedback. *Strategic Alignment.* Explain how this project fits into the broader product development lifecycle. Describe how achieving your milestones will increase the commercial or investment value of the technology.

**4b. Experimental Design & Methods:** Describe your scientific approach, methodology, and data analysis plan. *Scientific Rationale*. Provide a clear scientific and/or experimental rationale for the proposed approach. Do not provide a business rationale here; that should be given in Section 3. *Methods and Techniques.* Describe the methodology to be used, including any specialized techniques or equipment. *Data Analysis Plan.* Explain how data will be collected, analyzed, and interpreted to support decision-making. *Risk Mitigation.* Identify potential risks in execution and how they may be managed or mitigated.

**4c. Funding Requirements & Timeline:** Describe key elements in this section. Specific details are to be included elsewhere in the “REACH Budget Form” and “Project Plan Form.” *Funding Needs.* Identify how much funding is required to achieve key milestones. *Budget Breakdown.* Summarize the distribution of funds across different project needs (e.g., personnel, materials, equipment, testing). *Project Timeline.* Outline the expected duration of each phase of the project. A table may be useful but is not required. *Long-Term Funding Projection.* Project financial needs beyond this proposal, estimating what additional funding will be required to reach commercialization. *Return on Investment.* Suggest an estimate of the potential long-term return on the overall investment.

**4d. Budget Justification:** Explain the necessity of budgeted items, providing justification for each cost category (e.g., salaries, equipment, consumables, animal studies, service contracts etc.). Justify why each expense is essential for achieving project milestones and ensuring technical success. If applicable, clarify any cost-sharing agreements or external funding contributions.

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**REACH Award Face Page**

**Project Title:**

**Principal Investigator:**

Name:

Title:

Department:

Telephone:

Email:

**Company Co-sponsor (if applicable):**

Company:

Contact person:

Title:

Email:

**Technology Category:**

\_\_\_\_\_ Small molecule

\_\_\_\_\_ Biologic

\_\_\_\_\_ Diagnostic device

\_\_\_\_\_ Therapeutic device

\_\_\_\_\_ Combination Product (e.g., Diagnostic + Therapeutic, Biomaterial, etc.)

\_\_\_\_\_ Platform technology

**Disease Space** (e.g., Cardiovascular, Brain, Musculoskeletal, Cancer):

**Indicate program you are applying for:**

\_\_\_\_\_ Feasibility

\_\_\_\_\_ Proof of Concept

**Attachment Checklist:**

\_\_\_\_\_ NIH-style Biosketch of PI *(and primary co-sponsor, if applicable)*

\_\_\_\_\_ REACH Budget Form

\_\_\_\_\_ Project Plan Form

\_\_\_\_\_ Research Compliance Form

\_\_\_\_\_ Intellectual Property documentation *(e.g., patent applications, licenses, etc.)*

\_\_\_\_\_ Letter of Support from match-funding company *(if applicable)*

\_\_\_\_\_ Letter of Permission from Chair, Dean, or Center Director *(if applicable)*

**Certification and Signature:**

I certify that the statements herein are true, complete and accurate to the best of my knowledge. I accept the obligation to comply with terms and conditions of NIH Public Health Services if an award is made as a result of this application. I am aware that any false, fictitious, or fraudulent statements or claims may subject me to criminal, civil, or administrative penalties.

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Signature of Principal Investigator Date