

Guidelines for Mini R&D and Full-Scale R&D Project Proposal

This document serves as a general guideline for companies to prepare the R&D Project Proposal. In the event whereby more information is needed for the evaluation of the project, companies are to submit the required information based on SIIRD Management team's request.

The project proposal must be appended with the Project Proposal Cover Page during submission. Please download the Cover Page template at http://www.siird.com/guideline_forms_a.htm.

A. Companies and their Resources

1. Provide the following information about the participating companies:
 - a. Year Established
 - b. Principal Business
 - c. Number of Employees in home country
2. What are R&D capability and track records of each company?
3. SIIRD co-funds a joint R&D project between 30% and 50% of the qualified project expenditure. If the project is approved for 30% funding from SIIRD, how will each company finance the remaining 70% project expenditure? Provide financial information validating the companies' reply to this question. At a minimum, the financial reports of each company for the last three years are needed.
4. What are the commercialization capability and track records of each company? Please provide names of existing customers, if any.
5. Did any of the participating companies receive SIIRD funding previously? If yes, please provide the answers to the following:
 - a. At what stage is the project at, as of today?
 - b. If the product is in development stage, describe the progress of the development.
 - c. If the product is in commercialization stage, what is the outcome of the project in commercial terms, i.e. what have the companies done to commercialize the product and revenues generated from the product as of today?
6. Does any of the participating companies have any obligations to other government agencies (such as the OCS, Singapore EDB, A*STAR etc.), which have supported the companies with grants? If yes, please list them.

B. Proposed Product and Its Innovation

1. Give a description of the product – What can the product do? How does the product work? Elaborate with schematic diagram.
2. What are the problem(s) that the proposed product is trying to solve?
3. If the product is an improvement/upgrade from existing product of the participating companies, list down the differences between the existing product and the proposed product.
4. What are the competitive advantages and novelty of the proposed product as compared to other competing products and/or solutions?
5. Are there any regulatory and technical standards that the product should meet?

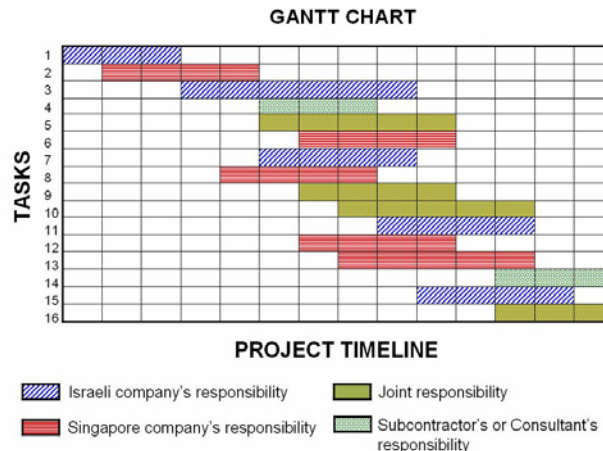
C. Proposed R&D Program Plan

1. What will be the challenges faced by the companies in the project?
2. How will the companies overcome the challenges above?
3. List up to 25 tasks to be carried out throughout the R&D phase of the project (just before product reaches commercial readiness) in a chronological manner, using the table below. For each task,
 - Explain what is the objective and how will it be carried out under task description
 - Indicate the man days for each task.
 - Indicate whose responsibility it is to carry out the task – companies, sub-contractors or consultants. It can be split into different % contribution from various parties.

S/N	Task Name	Description	Man days	Responsibility (%)		
				Israel Company	Singapore Company	Sub-Con/ Consultant
1						
2						

NOTE: There must be consistency in the numbers, names and assignment of the tasks listed here and those listed in the Gantt Chart and Project Budget (Section H)

4. What are the possible circumstances (e.g R&D partner ceases operation) that may cause the stoppage of the project? In the event of such circumstances happening, what are the companies' plans? Please cover this in the Business Agreement between the two companies.
5. Will the companies be conducting Beta Trials for the product? If yes, please provide the answers to the following:
 - a. What are the features/functions that will be tested?
 - b. How will they be tested? Take into consideration the scalability of the product.
 - c. How many tests are needed?
 - d. What are the target results?
6. Using the schematic diagram of the product under Section A, indicate which are the parts that will be developed by the companies respectively in this project, and which are the existing components that will be integrated into the product.
7. Provide the Gantt Chart of the project. The list of tasks in the Gantt Chart must be consistent with the tasks listed above. An example of a simple, yet satisfactory Gantt chart with respect to the required level of detail is illustrated below.



D. Economic Contribution to both Countries and Companies

1. What will be the economic contribution of the product to Israel and Singapore?
2. What will be the benefits to each company in this project collaboration?

E. Project Organization and Management Plan

1. Show the organization chart for the project, listing all the project members and their designation. Include all consultants and subcontractors
2. For each project member/consultant/subcontractor, explain what their responsibilities in the project are.
3. Attach resumes of key project personnel and highlight information relevant to the project.
4. How will the project be managed between the two companies? Describe the project management plan such as the frequency of meetings, the frequency of teleconferences, and the planning and reporting procedures.
5. Are any of the project members either partially or fully funded by any other Government programs or grants in Singapore or in Israel?

F. Target Market

1. Who are the customer(s)/target market(s) of the proposed product?
2. Why will the customer(s)/target market(s) be interested in the product?
3. What is the total available market for the product (in physical units and in US \$) and its expected growth rate? Provide 3rd party reports to substantiate the figures.
4. Who are the competitors? Provide a comparison of the proposed product to the competitors' products in terms of performance (functions, features etc.) and price.
5. Is there any interest from the potential customers already? If there is, please provide written proof.

NOTE: This is not a complete list. The companies should present whatever additional market information they consider relevant.

G. Commercialization – Plans and Prospects

G.1 Product Manufacturing, Marketing and Sales Activities

1. What is the companies' plan to commercialize the product to the customer(s)/target market(s)? List down the plan in progressive steps and the sales forecast figures in Section G.2 should be derived from the commercialization plan.
2. What are the responsibilities for each company during commercialization phase – e.g. manufacturing, marketing and sales? Please also cover this in the Business Agreement between the two companies.
3. How will the existing commercialization capability of the companies help in commercializing the product?
4. How will the companies finance the initial commercialization phase of the product?
5. What are the foreseeable risk(s) in the commercialization process?

G.2 Revenue Forecast Table

NOTE: Please use the following excel template for the revenue forecast table. The template can be downloaded from http://www.siird.com/guideline_forms_a.htm.

If more than one commercializable product is being developed under SIIRD, please use one worksheet for each product.

Product 1 / Technology 1							
Product Name:							
Product Description:							
What is the Revenue Sharing Agreement between the two companies for the product?							
Revenue Forecast Table of Israel Partner's name							
Repayment Rate to SIIRD (%)							
Minimum 2.5% for sales of product and Minimum 30% for licensing of technology							
Year	20xx	20xx	20xx	20xx	20xx	20xx	Total
Estimated Sales Quantity							0
Estimated Unit Price (US\$)							
Estimated Sales Revenue (US\$)	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Revenue Shared, to SIIRD Partner							\$0
Revenue Shared, from SIIRD Partner							\$0
Estimated Royalty to SIIRD (US\$)	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Estimated Cumulative Sales Revenue (US\$)	\$0	\$0	\$0	\$0	\$0	\$0	
Estimated Cumulative Royalty Repayment (US\$)	\$0	\$0	\$0	\$0	\$0	\$0	
Revenue Forecast Table of Singapore Partner's name							
Repayment Rate to SIIRD (%)							
Minimum 2.5% for sales of product and Minimum 30% for licensing of technology							
Year	20xx	20xx	20xx	20xx	20xx	20xx	Total
Estimated Sales Quantity							0
Estimated Unit Price (US\$)							
Estimated Sales Revenue (US\$)	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Revenue Shared, to SIIRD Partner							\$0
Revenue Shared, from SIIRD Partner							\$0
Estimated Royalty to SIIRD (US\$)	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Estimated Cumulative Sales Revenue (US\$)	\$0	\$0	\$0	\$0	\$0	\$0	
Estimated Cumulative Royalty Repayment (US\$)	\$0	\$0	\$0	\$0	\$0	\$0	

H. Project Budget (to be completed by respective Proposer)

NOTE: Please use the Budget Form from http://www.siird.com/guideline_forms_a.htm

All development expenses directly associated with the project, to be incurred by each company throughout its entire development phase (just before product reaches commercial readiness), should be included in the budget. Expenses incurred by the companies prior to the effective start date cannot be recognized by SIIRD. SIIRD does not fund any downstream cash requirements at the mass manufacturing and selling stage.

Each company is required to complete their respective budget form according to the individual R&D expenses covered during the proposed project period. The project's cost will be qualified by the evaluators and submit for the Board's decision. The approved qualified budget will be included in the CPFA.

last updated: December 2008