

# **Foundation Bull Ring Accelerator Grant Program**

**University of South Florida Foundation**

**University of South Florida Research Foundation**

## **Program Description:**

The Foundation Bull Ring Accelerator Grant program (“Foundation BRAG” or “BRAG”) is a joint initiative of the University of South Florida Foundation (“FOUNDATION”) and the University of South Florida Research Foundation (“USFRF”). The Foundation BRAG is designed to support early stage Tampa Bay Technology Incubator (TBTI) affiliated start-up companies that were formed on the basis of licensed University of South Florida (USF) technologies. To be eligible, a company shall:

- be formed and registered by the time of application,
- have an active license or option to a USF technology upon which the company was established,
- be admitted to the TBTI program as an affiliate or resident member,
- be in good standing with USF.

BRAG provides up to \$25,000 of grant funding to support the entrepreneurial ecosystem at USF and help bridge the “valley” or “ditch” of death experienced by early-stage technology companies. This gap can be defined as the point between when the availability of academic research funding runs out and when a team is credible enough (with enough customer and market knowledge) to raise private capital or license/partner with existing companies. The goal of this program is not to replace private capital, but to help reduce risk and develop start-ups to a point where they can attract other sources of funding. The number of grants may vary based on funding.

Interested applicants are encouraged to take full advantage of USF’s innovation and start-up support resources both before submitting a proposal and during the funding period, if awarded. These resources include the expertise of USF’s Technology Transfer Office (<https://www.usf.edu/research-innovation/pl/>), USF CONNECT TBTI programming (<https://www.usf.edu/research-innovation/rf/usf-connect/>), and the NSF I-Corp Program (<https://innovation.usf.edu/icorps/>).

Funded projects will be performed under the supervision of staff and the grant program committee. The funding provided may be based upon completion of agreed upon project objectives with projects reaching completion in a year or less. Foundation BRAG funds may be used, for example, to build prototypes, obtain materials, pay salaries, contract for services and assistance outside the university, or cover other expenses as approved in the



plan provided (not to include license or option fees). Strong preference will be given to projects with clearly articulated measurable outcomes.

## Proposal Preparation:

Proposals should focus on activities that will quickly improve the odds that current research results will lead to public availability of a new product or service.

Proposals should be directed to the Foundation BRAG Program. Submissions should be 10 pages or less. Program documents can be found at <https://www.usf.edu/research-innovation/rf/usf-connect/funding-available/start-up-funding.aspx>.

Submissions should include:

1. Foundation BRAG Standard Proposal Transmittal Form
2. Summary or abstract (1 page or less):
  - a. Identify the underlying invention or work and author/inventor(s).
  - b. Describe the task(s) that will resolve a problem, overcome an immediate obstacle or valley, or establish a new opportunity for commercialization.
  - c. State an objective, work plan, and expected outcome for each task.
  - d. Describe how these tasks advance the probability of commercial success.
3. Status and Significance of the underlying Intellectual Property:
  - a. Describe its significance from the viewpoint of commercialization
  - b. Describe its key advances from the present art
  - c. State its current patent and licensing status; e.g., provisional application filed, issued patent, exclusive or non-exclusive license or option
4. Objectives:
  - a. Describe the tasks to be performed, in order of priority. The highest priority tasks should resolve the highest risk or obstacle.
  - b. Provide an estimate of cost and time for each objective
5. Plan:
  - a. What method will be used to accomplish each task (simulation, experiment, economic study, beta test)?
  - b. What resources are required: personnel, skills, third party services?
  - c. What results are expected?
  - d. Show dependencies in time, outcome, or resources among tasks.
6. Related Work:
  - a. Described any significant and recent work or results related to this project, either academic or commercial, including competitors.
7. Key Personnel:
  - a. Provide a brief statement of the qualifications of the key personnel, management team, advisory board, and any consultants or third parties who have agreed to participate.
  - b. Do not include detailed CVs.



- c. Detail any experiential learning, internship, and/or employment opportunities available to USF students. If none are in place, how does the company plan to engage USF students in the future?"
8. Equipment and Facilities:
  - a. Describe the facilities and equipment required for the project.
  - b. Indicate how these will be obtained, if not readily and locally available.
9. Other Sources of Funding:
  - a. Identify any potential or committed sources of alternate or additional funds or collaborative efforts.
  - b. Identify any matching funds provided by company
  - c. Identify any In-Kind match by company
10. Budget:
  - a. Identify and justify expenditures
11. Deadline:
  - a. Applications must be complete and submitted by the deadline announced.

The development of a BRAG proposal should put applicants in a good position to also apply for America's Seed Fund powered by NSF (<https://seedfund.nsf.gov/project-pitch/>).

## Evaluation, Award and Reports:

Confidential materials provided must be marked as confidential. The form of grant agreement will be provided in advance of the Committee's action. Final approval will be made by the Committee.

Once funded, the company will report project progress and accomplishments at their scheduled checkpoints

At completion, a brief Final Report will be provided within thirty (30) days and a brief Annual Status Report will be required for 3 years following completion to assist in evaluation of the BRAG program and determining its impact at USF, including new products, new services, new jobs, student impact, and new related federal or other external grants.

## Program Contact:

Submit your proposal to:

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**USF Research Foundation, Inc.**  
**University of South Florida**  
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