

# Tips for Writing a Strong Proposal

TePP Outreach Center  
Venture Center, Pune  
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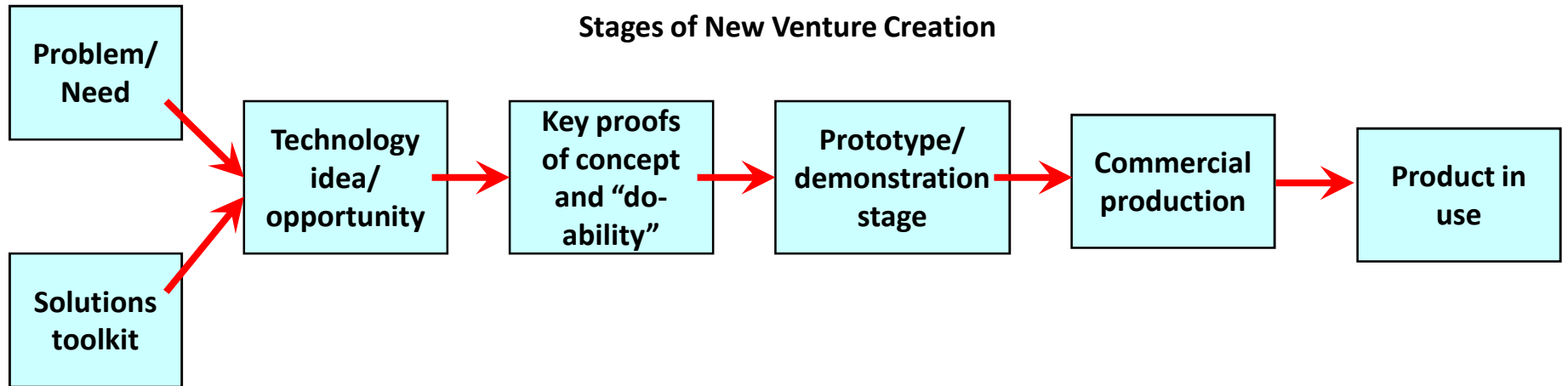
# TePP selection criteria

- Technology based idea
- Should have potential applications/ Identification of target customers
- ***Innovativeness & novelty***
- ***Technical & commercial viability***
- ***Credibility of innovator to deliver***
- ***Funding request is reasonable/ realistic***

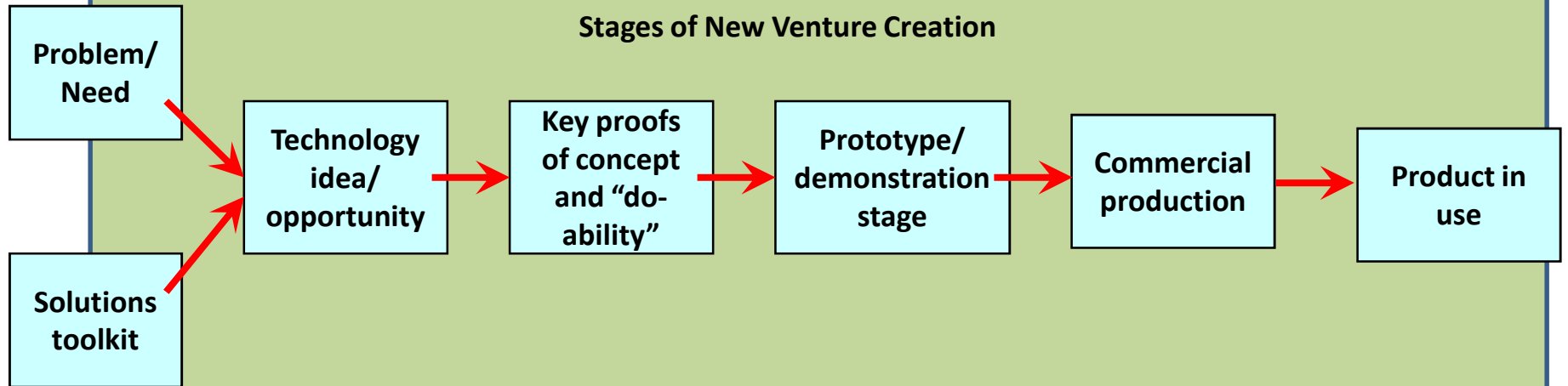
# Knowing your audience – who will read your proposal

- Technology experts
- Funding committee members
- Case managers

# Defining the scope

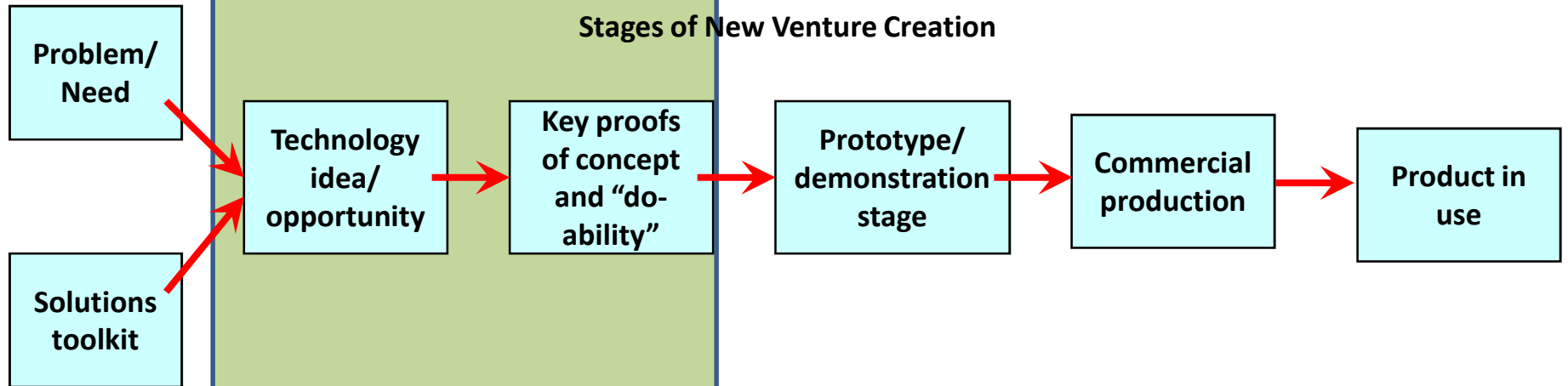


# Defining the scope



**This is the scope of my proposal**

# Defining the scope - Example



For example:

- You want to make a anti-microbial plastic bottle for storing liquids

**This is the scope of my proposal**

**Define what your end-product or goal is?**

Example of  
what you  
wish to do

- You want to make anti-microbial plastic bottle for storing liquids

Example of  
scope of  
TePP  
Proposal

- To synthesize a few 100 gms of anti-microbial polymer and make a few prototypes (sample bottles) and test with 2-3 commonly used beverages

# Is your idea/product innovative?

- Please explain why your idea is innovative?
- How is it different from existing products in the market?
- Please make a table as below, comparing your idea to other products in the market

	Your idea	Existing Product 1	Existing Product 2
Cost	Low	High	Low
Performance	High	Low	Moderate
Other attributes	...	...	...

(if you do a patent search – please include those results as well)



# Tools to do patent search

- Google patents
- WIPO website  
(<http://www.wipo.int/portal/index.html.en>)
- Indian patent office website  
([www.ipindia.nic.in](http://www.ipindia.nic.in))

IP Related Issues – Please contact IP  
Facilitation Center @ Venture Center

[www.ipface.org](http://www.ipface.org)

- Information regarding filing patents,  
processes, costs etc.
- Request for a first meeting (free!)  
online

# Thinking about a proposal

- Please ***list the various steps*** that will be required to reach your end-product/goal
- This will also define the ***milestones*** and could help you implement your proposal



- How will you prepare your ***prototype***?
- How will you ***test your idea***? What are the facilities needed?

# Resources Required

- How ***much will it cost*** to reach your end-goal
- ***Break-up of all the costs***
  - Equipment
  - Consumables
  - Consultant?



- Please provide justification for the resources asked for?
- Quotes from vendors, consultants
- Product price from available sources (catalogue)
- What are the equipment needed? For what purpose?

# Timeline of the proposal

- How long will it take to reach your goal?
- If it is more than 6 months, please put intermediate milestones



- Bar chart with activities – parallel or sequential

# Starting to write a proposal

- What is the problem you are addressing/solving (one or two paragraphs)?
- What is the solution you are providing (a brief description of your idea)
- Why is it innovative/novel?
- What are the potential applications?
- What is the end-product or goal of this proposal?
- How you propose to go about executing the proposal?
- What are the resources required? Timeline?
- Your/your team's CV or resume

# How much data should you provide?

- Enough for a technology expert to read your proposal and evaluate
  - If the idea is credible/technically feasible
  - Is innovative and novel
  - Do you/your team have the necessary background to execute the project?
  - Are the resources asked for justifiable?
  - Is there potential commercial application for this idea?
  - Is the timeline specified reasonable?

# Formatting tips

- Write in short paragraphs
- Use bullet points – make it easier for the reviewer to read it
- If you need to provide more information, please put an attachment/appendix and say in your main proposal “for details, please refer to Appendix 1/2/3 etc.)
- Put tables and illustrations if possible



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