Project ID: AC-001

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| --- | --- |
| Project Title: | |
| **Project Leader:** | **Position:** |
| **Lead Party**: | |
| Address: | |
| Phone: | Email: |
| Administrative Contact: | Position: |
| Institution/Organisation: | |
| Address: | |
| Phone: | Email: |

**Specified Personnel**

|  |  |
| --- | --- |
| Name: | Position: |
| Institution/Organisation: | |
| Phone: | Email: |

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| --- | --- |
| Name: | Position: |
| Institution/Organisation: | |
| Phone: | Email: |

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| --- | --- |
| Name: | Position: |
| Institution/Organisation: | |
| Phone: | Email: |

**Commencement Date:**

**Completion Date:**

# Authorisation

We, the undersigned, agree that our organisations will participate in this Project as Project Parties, under the terms of the Research Contract which will be formed on the date that Australasian Pork Research Institute Ltd (APRIL) approves this Project Proposal (being the date indicated below by APRIL and signed for and on its behalf by the Chief Scientist).

We warrant and represent that we are authorised to make this declaration for and on behalf of our respective organisations:

|  |  |
| --- | --- |
| Signed on behalf of: |  |
| By:  [Name and position of Authorised signatory] |  |
| Date: |  |
| Address for Notices |  |

|  |  |
| --- | --- |
| Signed on behalf of: |  |
| By:  [Name and position of Authorised signatory] |  |
| Date: |  |
| Address for Notices |  |

|  |  |
| --- | --- |
| Signed on behalf of: |  |
| By:  [Name and position of Authorised signatory] |  |
| Date: |  |
| Address for Notices |  |

|  |  |
| --- | --- |
| Approved for and on behalf of Australasian Pork Research Institute Ltd |  |
| By: Professor John Pluske, Chief Scientist |  |
| Date: |  |
| Address for Notices | Postal: PO Box 466, Willaston, SA 5118  Email: Info@april.org.au |

**Note that once signed and approved, this Project Proposal, and the Project Details contained within it, will form a separate Research Contract between APRIL and the relevant Project Party stated below under the terms of the APRIL Research Deeds dated:**

1. **[Date]** between Australasian Pork Research Institute Ltd and **[Institute/Organisation], ABN #**
2. **[Date]** between Australasian Pork Research Institute Ltd and **[Institute/Organisation], ABN #**
3. **[Date]** between Australasian Pork Research Institute Ltd and **[Institute/Organisation], ABN #**
4. **[Date]** between Australasian Pork Research Institute Ltd and **[Institute/Organisation], ABN #**

**Project Summary**

*In 100 words or less, describe the proposal including expected outcomes and benefits to the Australian pork industry*

**Methodology**

*Summary of 100 words - What work do you intend to conduct?*

**Budget Summary**

*Total Cash Requested - $*

*Total external cash committed (20% of Total Cash project cost) - $*

*Total In-kind Committed - $*

**Budget Justification**

*How will the cash requested be spent –provide details?*

*Will the project use base funded facilities? If so, ensure availability has been confirmed with the base funded organisation and detail what facilities will be used and the associated costs:*

**Full Budget and Proposal Milestones**

*To be submitted using the Excel spreadsheet available on the website* ([www.april.org.au](http://www.april.org.au)) *[APRIL Budget and Milestones.xlsx].*

*Milestone dates need to align with quarterly reporting dates, a requirement of the Research Deed.*

*APRIL Commercialisation projects require a quarterly report 2 weeks after the end of each quarter. Quarter end dates are as follows: 31st March; 30th June; 30th September; 31st December.*

**Briefly address the selection criteria**

Commercialisation projects require an external cash component comprising of 20% of the total cash project cost. The duration of a commercialisation project is negotiable if greater than 12 months.

Applications are assessed on a competitive basis using the selection criteria set out below. Each of these criteria can be addressed by providing evidence against the indicators set out under each criterion. As a guide, your responses should be limited to about half a page per selection criteria. Your responses should be easy to understand and you should assume that the reviewers have little or no background knowledge of the technology to be commercialised.

## Technical Risk

**Evidence of Technical Veracity:**

*What evidence do you have to confirm the functionality and/or technical viability of your product, process or service?*

**Other Technical risks:**

*Detail any technical risks in bringing your product, process or service to market and how these would be mitigated?*

## Commercial Risk

**Novelty and need for product:**

*Explain the customer problem you have solved, or will solve, and/or what market demand your product, process or service satisfies.*

**Intellectual Property**:

*Explain the nature of all of the Intellectual Property (including background and third party IP) used to develop your product, process or service, who owns it, how you will obtain the rights to access it and whether any form of IP protection is available.*

**Ease of adoption:**

*Explain how you will get your product, process or service to market, and the key challenges you may face.*

*Provide an assessment of the ease and cost of implementation by prospective customers.*

**Commercial Partner:**

*Detail the skills, resources and relevant experience of any commercial partner that will be involved in bringing the product, process or service to market.*

*How committed is the commercial partner to the project?*

**Market readiness:**

*How close to market is the product, process or service? Detail any further research, field trials, or regulatory requirements that need to be completed.*

## Market Opportunity (maximum half a page)

**Target Market:**

*Who are your intended customers?*

*Why will customers want to buy the product, process or service?*

*Where are they (region/country)?*

## Market Size (maximum half a page)

**Market Size:**

*What is the estimated size and value of your target market (Annual sales in AUD)? Explain your core assumptions.*

*What market share do you expect to achieve? When?*

## Value Proposition (maximum half a page)

**Income and benefits:**

*Explain how income will be shared and the benefits APRIL is expected to receive.*

**Additional costs:**

*Provide an estimate of any additional costs that may be incurred by APRIL to bring the product, process or service to market*