

SUBMITTING A PROPOSAL TO BIOADVANCE

Overview

There are three components to completing a BioAdvance application. They include:

- Completing the Online Registration Form, which can be found at http://www.bioadvance.com/registration/ghfund_registration.asp
- Uploading an Executive Summary
- Uploading a Proposal (15 page limit). Proposals could be in form of a business plan, a recent (within 6 months) Ben Franklin application or a proposal using our defined format outlined below.

The first page of the registration form will ask you to answer some basic questions regarding your company/institution and what you want to accomplish with BioAdvance funding. The second page of the registration provides a place for you to upload both the executive summary and your proposal/ business plan.

We recognize that many early-stage companies/individuals have not yet written a formal business plan. With this in mind, BioAdvance has provided you with a list of questions for you to answer in a formal proposal. We ask those that are submitting a business plan to be sure that your plan addresses these questions.

Academic researchers applying for funding should upload a description of the technology and potential products, a description of the use of funds, and an overview of the underlying intellectual property.

Once you complete the online application, you will receive an email containing a User ID and a temporary password. These will give you access to our private messaging system. The system allows the posting of questions and responses, as well as the ability to upload supporting documentation. We require you to use the messaging system for all ongoing correspondence with BioAdvance.

Proposal Content

By addressing the questions in the following sections, you will allow us to understand your business and/or technology and the potential impact of our investment.

Confidential Information: Confidential information may be submitted, but should be clearly marked as such in the text using brackets and the caption CONFIDENTIAL around the specified sentence or section.

Section 1: Technology

In this section, describe the technology that is the foundation of your company and its commercial application. Specifically:

- What is your technology (describe in scientific terms)? Summarize the current status and describe your technical plan going forward for the next 12 months.
- What product or products can or will flow from your technology?
- What problem or unmet medical need have you identified that your technology will solve? Who will see this as an unmet need? Physician? Patient? Payor?
- How is your solution better, faster, or cheaper than the way this problem is now treated?
- What is the pathway to getting your product approved (Examples: 510(k); PMA or 505(b)2)?
- What is the proposed initial indication or claim?

Section 2: Market Strategy

We recognize that, for very early stage technology, a complete market assessment is not possible but it is important to know the direction the product development must take to reach success. If you do not know the answer to the questions, let us know if you would like assistance.

- What is the total market size for your product specifically (addressable market)?
- Are you planning to sell the product or partner with a larger company?
- What products are your customers currently buying to meet their need? Who sells them? What price are people paying for current solutions?
- Are you aware of other products under development that could compete with your new product?
- Who will pay for it and how much will they pay?

Section 3: Intellectual Property

For each patent or patent application, list the patent or application number, title, jurisdiction filed, filing date or, if applicable, issue date. Provide the details of any patent office milestones

- Describe ownership of the IP. If the IP is not owned by the applicant, identify the owner and how the rights have been obtained. Summarize the scope and key financial terms of any licenses.
- Describe any additional third party IP rights that you believe will be necessary to commercialize your product or service as planned.

Section 4: Use of Funds, Financials & Exit Strategy

- Provide a statement of the current capital requirements and how that capital will be spent.
- Will you be seeking additional concurrent funding to support this project? Provide a capitalization table of current investors.
- How will our investment specifically support additional fundraising? What milestones will it help you reach?
- What is the exit potential? Can you provide historical or applicable comparables?
- Describe any relationships you already have with potential acquirers.

Section 5: Management

- List the firm's management, key advisors and board of directors. Provide short biographical sketch on each, and define how their skills support this business.
- Indicate the types of additional technical or professional staff that would be required over next 12 to 24 months.

Proposal Format

Please observe the following guidelines as you prepare your proposal.

- Language: English
- File Format: Microsoft Word
- Font Size: Minimum of 12 point
- Length: 15 Pages
- Spacing: Single-spaced between lines of text, no more than six lines of type within a vertical inch
- Paper Size and Orientation: 8.5 x 11.0 inches, portrait orientation
- Margins: Minimum of 1-inch top, bottom, left and right
- Type Color: Black ink including all texts, graphs, diagrams, tables, charts and references. Use of color is acceptable in graphs and illustrations, as long as they reproduce adequately in black & white.
- Headings: Boldface headings should be used to indicate each section.