Rutgers TechAdvance™ Fund

Guidelines for Reviewers

The main goal of TechAdvance is to enhance and accelerate the commercialization of technologies developed at Rutgers, by providing funds to advance early-stage development of promising technologies. The purpose of this document is to assist TechAdvance Reviewers to complete the evaluation of projects being considered for funding.

- We encourage you to look at the document **TechAdvance - The Evaluation and Funding Process** (see **Applicant Resources**) to get a broader understanding of how the Fund operates.

- Note that **all applicants have, at minimum, a provisional patent filing** for their technology in order to be eligible to apply for a TechAdvance grant.

- In order to get the highest quality of feedback from Reviewers, we attempt to assign projects to Reviewers based on their areas of experience and expertise. If you receive are assigned to evaluate a project that you are not comfortable reviewing, please let us know as soon as possible.

- When reviewing each project please keep in mind that significant university resources may be allocated based on your input. Therefore, we hope that you will be diligent and judicious in making your recommendations. In particular, we ask that you provide us with critical feedback on the statement of work and budgets proposed for each application.

- **Reviewer Guidelines on Industry Input :** The requirement for industry input is one of the most important elements of the TechAdvance application and should therefore get extra attention from the applicant. Since the main goal of TechAdvance is to advance the technology to a point where industry and/or investors will be willing to commit their own resources to moving the technology toward commercialization, the applicant is expected to carefully consider the following:
  o The industry entities that should be approached regarding input about the technology and the project, are those that are likely to be involved in developing the invention and bringing the product to the market. That means, companies that are in the field and have experience and expertise in bringing similar products to the market. Within those companies it is best to talk to the business development professionals who have overall

visibility into the company's current and future areas of interest, as well as to the best technical people within the organization. In small companies, that person is likely to be the CEO. Early-stage investors (e.g. angels and VCs) could also be a good source of information as to what should be the next development steps to be taken in order to get their interest.

o The TechAdvance application should include clear input as to what data/information/prototype/lab experiments that the industry entity or investor need to see if they were to commit its own resources to further develop and commercialize the technology either under a sponsored research agreement with Rutgers, an option agreement or a license agreement.

The TechAdvance reviewers are instructed to pay strong attention to the industry input section of the application, and explicitly alert the TechAdvance team, in cases where the industry input, as described above, is insufficient or inadequate. If you have any questions, or need any clarification, regarding this topic, please contact us.

- The **Reviewer Evaluation Form** (see **Reviewer Resources** page) provides the framework for the evaluation, and we ask that you offer meaningful comments related to each numerical score.

- In evaluating the proposed work to be performed and the corresponding budget, we encourage you to be critical in your assessment and suggest better, cheaper, or faster ways to get the work done if appropriate.

- Please keep in mind that while we are interested in funding technologies with the potential for commercialization, these are very early stage technologies and applicants are not expected to have the level of market or customer data that might be expected at a later stage when pitching to investors.

- We ask that you complete and submit the Reviewer Evaluation Form to us within 30 days from the date we assign the application to you. If you think that you may not be able to meet this timeline, please let us know as soon as possible.

- Note that we do not intend to disclose the names of the Reviewers to applicants during the evaluation process. If you are interested in connecting with one or more of the researchers whose applications you have reviewed, we would be happy to make an introduction after the review process has been completed and the award is granted.

- We request that you do not interact, directly or indirectly, with any applicant whose submission you are reviewing until a final decision has been announced by TechAdvance regarding the funding of their application. Any contact with the applicant

may result in disqualification of their application from the final funding decision. If you need any additional information or clarification relating to a submission you are reviewing, please contact the TechAdvance team directly and we will facilitate your request to get the information you need.

- We aim to have each application reviewed by 2-3 Reviewers for TechAdvance and one Reviewer per application for TechXpress. If we do not end up with a unanimous 'Fund/Don't Fund' recommendation, we may ask the Reviewers to discuss the application amongst themselves, either by phone or in a face-to-face meeting, and attempt to reach a consensus.

- We offer Reviewers an Honorarium of $250 per completed and submitted evaluation. Honorariums are paid after the final funding decision has been made for each application. If you are not able to accept the honorarium, please contact the TechAdvance team and let us know. Note that **the typical processing time for Reviewer honorarium checks** is 60 days after receipt of the Reviewer's W9 form (W9 forms are requested from Reviewer after the Reviewer Evaluation Form has been submitted for each TechAdvance application).

Feel free to reach out to the TechAdvance Team at any time with questions or requests for information.

You can reach us via email at: TechAdvance-Manager@research.rutgers.edu

Thank you for your participation in the TechAdvance review process!

- The TechAdvance Team