

PROPOSAL to External Collaborating Organization

Project Title

Penn Center for Health Incentives and Behavioral Economics (CHIBE)

I. Executive Summary (1 page or less)

- Provide a concise overview of the scientific or technical objectives, approach, and the new knowledge, expertise, or technology that could be transferred to the external organization.
- Indicate the benefits expected to accrue to the external collaborating organization, to the academic institution, and to the scientific or engineering discipline.
- Summarize the timeline, key personnel, and budget

II. Significance and Benefits of Results (1/2 page)

- Describe the anticipated value of the project results, highlighting the industrial relevance of the scientific or technical advances, or the innovative techniques, processes or products that will be developed.
- Clearly identify how the work will benefit the external collaborating organization by showing how the outcome will address a current or future industrial or market need.
- To the extent possible, indicate the additional work the external collaborating organization will have to do to utilize the results of the research for commercialization.

III. Background (1/2 page or less)

- Relate the proposal to current scientific, technical and commercial developments in the field, referring to the current literature and market conditions.
- Describe the background research on which the project is built, including any known proprietary intellectual property that was developed previously but which may play a role in the project results being proposed.

IV. Detailed Proposal (2 pages or less)

- Discuss the scientific issues, research problems or technical complexities, and describe the research methodology and experimental design proposed to explain or resolve them.
- As appropriate, clearly identify what is considered in-scope and out-of-scope for the project.
- Provide estimated timeline and content of deliverables for each project milestone
- Human Research Subjects: provide an explanation of involvement **IF** individuals **WILL BE** used as research subjects or participants

V. Budget Summary - Include a budget justification describing the costs outlined in your budget

VI. Itemized Costs – work with your grants manager to develop a detailed budget

VII. Research Management (3/4 of a page or less)

- Provide a plan for how the project will be managed to provide both day-to-day direction and scientific leadership, as well as maintain good communication between the university research group(s) and the external collaborating organization.
- If the proposal involves large or dispersed research teams, please detail the project manager's qualifications, involvement, role and responsibilities.
- Add cost details and justification for any lump sums included in the Project Budget, including items related to "Technology Transfer."

As appropriate, explain how information from the external collaborating organization will be secured and protected during the project and disposed of at the end of the project.

VI. Team Expertise (1/2 page or less)

- Explain how the knowledge and experience of each senior researcher relates to the expertise needed to accomplish the project objectives, and how the contributions of the team members will be integrated.
- Describe the roles of students and/or postdoctoral fellows who will be involved in the project.
- Identify any potential conflicts of interest team members may have, including overlaps with other projects.

Deliverable Table (1/3 page or less)