Introduction

- Newly established fund to support innovative scientific advances at the UMMS
- Reinvesting proceeds from previous IP commercialization revenues to create the fund, and to invest in the next-generation of UMMS innovation
- Will provide up to $1 million annually to UMMS researchers whose work shows promise for commercialization and translation to a clinical application
Introduction (continued)

- Funding Size - $100K-$250K award over two funding cycles Spring and Fall
- To be used for key experiments that attracts commercial sponsors, licensees or investors for start-ups
- Engage the private sector, toward creating novel collaborations, partnerships, and commercialization opportunities
- Unlock the clinical and commercialization value of UMMS research
Submission Criteria

- Open to UMMS researchers
- Must have IP filing with BRIDGE–OTM*
- Should not already be committed to a third party
- Should address an area of unmet or poorly met need
- Should describe a pathway to translation
- Non-confidential and describe how milestones would attract partners/investors
- Funding size $100k-$250K; may be tranched based on amount and milestones
Timeline

- Fall funding cycle will open on September 3, 2019
- Deadline for Letter of Intent (LOI) submissions: October 7, 2019 – that’s in two weeks
- Finalists will be notified and with EAB feedback: November 13, 2019
- Final presentations submitted to BRIDGE Fund: December 4, 2019
- Finalists present to the EAB: December 6, 2019 – must present on this date for award consideration
Letter of Intent Submission Sections

- Q1 – Title (500 character limit)
- Q2 – Principal Investigator (PI) Name
- Q3 - PI Email Address
- Q4 – Team (500 character limit)
- Q5 - Unmet Need (2,000 character limit)
- Q6 - Innovation, Technology and Value Proposition (2,000 character limit)
- Q7 - Competitive Landscape (1,000 character limit)
- Q8 - Evidence of Strategic Interest (1,000 character limit)
- Q9 - Estimated Total Cost
- Q10 - Milestones to be achieved with BRIDGE Funds (1,000 character limit)
- Q11 - Budget – Sketch use of Funds/Timeline (1,000 character limit)
- Q12 Invention Disclosure (if additional space is needed please provided as an attachment)
- Q13 Invention Disclosure (continued) (1,000 character limit)
- Q14 Publications
- Q15 Attachments
Q5 - Unmet Need

- Begin here by describing what the unmet need is and how it impacts health and human life as it relates to your proposed project
- Touch on patient populations, limited treatment options, disease recurrence with current treatments, impact on the healthcare system, financial costs, among others
- What you really want to convey here is that this unmet need is significant in some way with no or limited therapeutic options
This is your opportunity to highlight your technology, emphasize what are the differentiators of your technology and how these are a “value add” relative to the problem you are trying to solve.

You will want to add enough technical specifications to allow a reader to evaluate the feasibility and impact of your technology while not divulging any confidential information.

Lastly, you will want to close with a strong value proposition, which is a statement that answers the 'why' someone would want to use/buy this technology/product over a competitor.

It should convince a potential customer/investor/collaborator why your technology will be of more value to them than similar offerings from your competition.

A good value proposition will be concise and easy to understand.
Q7 - Competitive Landscape

- Highlight other researchers and/or companies that are working in your proposed project space
- If none you will want to point to existing solution modalities to the problem, you are trying to solve and where and how your technology compares and contrasts
- Further, you will also want to note competitors that may be addressing your target problem in a different away or an existing solution that uses an alternative approach
- There is always competition and it is important to perform a rigorous search
Q8 - Evidence of Strategic Interest

- Highlight discussions you may be having with potential strategic parts such as investors or Biopharmaceutical companies, etc.
- If currently not engaged in these discussions, you will want to highlight what companies are working in the area of your proposed project that may be interested in partnering given technology validation.
- You can also cite licensing deals, investment deals, industry acquisitions, mergers, or relevant clinical trials taking place.
Q10 - Milestones to be achieved with BRIDGE Funds

- Describe (with timeline) the “key” set of experiments you will perform to validate your technology and demonstrate its readiness for further translation and commercialization.
- You will want to arrange these as milestone experiments providing supporting experimental details as needed.
- You will want to convey that these can be performed within the maximum two-year timeline and with the maximum award provided.
- This section is not meant for basic and/or exploratory research but rather to demonstrate how ready the technology is to move into the clinic, garner investment, and/or invite partnerships.
- Feasibility is key here so you will want to be sure to show this can be achieved within the time and resources available to you.
Q11 - Budget – Sketch use of Funds/Timeline

- You can use this section to provide a more detailed overview of how you will deploy BRIDGE Funds toward supporting your proposed milestones.
- This is intended to be a high-level breakdown of costs associated with activities for your proposed plan.
- What we are looking for is can this plan be executed with the maximum allowable funds and with the time frame allowed.
- No PI salaries can be included in the budget and personal salaries cannot exceed 25% of total award.
Q13 Invention Disclosure (continued)

- Briefly highlight how the proposed project will leverage your existing intellectual property
- Specifically, we seek to understand your plan to use the BRIDGE Fund to reach a critical translation inflection point that will serve to attract industry partners and/or investors to take this project further toward full commercialization
- Also, please note that existing intellectual property is a requirement for consideration for the BRIDGE Fund
Finalist Presentations

- UMMS – *Shark Tank*, 10 minutes to present with 10 minutes Q&A
- All finalists present from the same template slide deck
- Incorporate EAB feedback
- Tell a compelling story
- Leverage the BRIDGE team to practice your presentation
- Stay on message and stay on time
University of Massachusetts Medical School (UMMS)

BRIDGE Fund Final Presentation Date

• Title of your project presentation
• Your name, degree, department, etc..
• The final date will be made available once you have the deck
Unmet Need

- *What is the unmet need*
- *How does this impact patient lives*
- *How are patients coping now*
- *Numbers, figures, images, could go here also*
Competitive Landscape

- Who is else is doing this or something similar (i.e. competitors...there are always competitors)
- Is it companies, other labs, both
- Or is it competing approaches to addressing unmet need
- Show off that you have done your homework here
Innovation, Value Proposition and Technology

- Intellectual property fillings
- Technological differentiator
- How does this project leverage IP
- Value proposition
Milestones to be Achieved with BRIDGE Funds

• Critical experiment(s) to be funded that will accelerate path to translation and commercialization
Budget Sketch of Use of Funds and Timeline

• **Note:** P.I. salaries cannot be counted toward budget
• **Portion of total budget used for supporting personnel can not exceed 25%**
Evidence of Strategic Interest

• *Will partners come to the table assuming successful completion of milestones? Why?*
Team

• Briefly what do team members bring to project what makes this the team to accomplish the goals of this proposal?

• Images of team members could also go here
Closing

• *Big finish what are the take away points, why will this succeed, why are you the team to do it, and why is now the time to invest in your effort?*
Wild Card

- Do you need one extra slide to complete your story...here it is
- You only have this one extra slide that you can use, title, place wherever you think it will add the most value and clarity
- Note you do need to use this extra slide if the ones above are enough to convey what you want – in this case just delete it
- Note if you do introduce this slide please be aware that you will need to manually re-number the whole deck
Appendix

- These slides will be for figures, data, etc. That may be used during the Q&A session they will not be shown during the main presentation.
- Note: you will be held to a rigorous 10 minute presentation time and 10 minute Q&A time
Spring 2019 BRIDGE Fund Winners

- Timothy Kowalik, PhD, the Dr. Marcellette G. Williams Distinguished Scholar and professor of microbiology and physiological systems
  - Inhibition of human cytomegalovirus infection by a peptide representing the N-terminus of a newly discovered tropism receptor
- Jie Song, PhD, professor of orthopedics and physical rehabilitation
  - Validate resorbable shape memory bone implants and tissue grafts
Offices of BD&I and OTM: Meet the Team

- The Office of Business Development and Innovation (BD&I) and the Office of Technology Management (OTM) serves as the hub for commercialization activities at the University of Massachusetts Medical School (UMMS).

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- I look forward to speaking with you!
Questions