Questions and Answers on new i6 Grant

1. What if my idea/opportunity is outside of the three primary areas?
   • The three themes are broad areas, we have many concepts that are in this general dairy field and we have flexibility in terms of wanting to get any dairy concepts commercialized, especially if they would have significant economic impact.

2. “Help with cost of prototype work” – what exactly can funds be used for? If I’m a cheese company, does it all go to CDR and consultants or does it assists with any of my internal development costs?
   • The main project i6 monies will pay for the time/expenses of CDR staff preparing prototypes, trials, testing, etc. For a company selected as a commercialization partner the CDR would cover its internal type costs for prototyping/development activities but the company would have to pay their own marketing or new facilities/equipment type of expenses or get some match from the WEDC funding or elsewhere.
   • Our application to the federal government stated that the $200,000 of WEDC match would be used "to deliver technical assistance in facility, equipment, and logistics planning services for up to 15 companies investing in commercialization of IP."
   • To be eligible for WEDC grants, companies must be:
     ▪ Accepted by UW-CDR-WINS for an eligible project
     ▪ Investing in Wisconsin facilities adopting UW-CDR-WINS technology or product commercialization
     ▪ Acquiring equipment or training necessary for adopting UW-CDR-WINS technology or product commercialization
     ▪ Pay for professional services delivered by certified contractors with expertise known to UW-CDR or its partners.
     ▪ Funds are a reimbursement for company expenditures directly related to UW-CDR-WINS technology or product commercialization
   • The WEDC monies will go to companies via CDR agreements (with the companies).

3. Again on funding – how is the budget and scope of work put together? Is it a contract with CDR? If there are license agreements, do you have templates for company legal to examine?
   • A formal sub-contract agreement between the company and the UW is needed. Agreements include SOW, detailed budget, reporting, etc. The company will know if they qualify for a WEDC grant as part of the total project contract. CDR will reimburse the company for qualifying expenditures so companies will save and submit receipts to us. Eligibility would be determined by the UW-CDR-WINS evaluation committee; WEDC has an ex-officio role in that process. Companies will select their own professional services providers.
   • [https://www.rsp.wisc.edu/awardmgt/subagmts.html](https://www.rsp.wisc.edu/awardmgt/subagmts.html) (link on SOW, Budget & Institutional Approval Requirements)
4. “The comprehensive portfolio” - what if two or more companies are interested in the technology – how does CDR choose?

- Proposals will be evaluated based on the criteria listed on the overview 1-page document. It will be first come first serve, thus if a company has already been approved/selected to commercialize a concept then we will not offer that technology to another company.

5. If a company has a rough prototype – but needs specification and development – and then uses this program, can they keep the IP? How would that work so that other companies cannot access it?

- Initial response would be that "inventorship" would follow US patent law. If a rough prototype exists and through this program and working with a UW employee who is ultimately named as an inventor - then the UW employee would need to follow University policy and disclose the invention to the University. My guess would be that in the UW disclosure the WEDC and the i6 funding could be identified as contributing resources. As such since the i6 grant is federal - then the industry partners would then work with WARF on patent and commercialization planning.
- If the program only assists the commercialization and the core IP was already developed then CDR would not be listed as an inventor and the IP would remain with the company. This happens routinely with many companies that work with CDR and want us to use a new technology for some cheese or product trials.
- Example of the University IP language is given in a Service Agreement, listed in Appendix 1.
- If the entire concept is already developed by a company and CDR is just making some product for them then this may not be a good fit for the i6 program but could be a more typical product application support from CDR. The overall theme for the i6 grant is to commercialize UW concepts.

6. WEDC funds – it looks like there would be $15-20K maximum per project – are there any other financial programs, low interest loans, etc from DATCP and others that can help? Commercialization and introduction of a new product into the marketplace is typically above $100K or more.

- DATCP will be announcing a small grant and loan program (Norm hopes to have details of that to discuss on Thursday)
- WEDC does not currently have a start-up program related specifically to dairy but there are a couple of programs start-ups can qualify for. Opportunities are evaluated individually.
- WEDC does have programs that individual businesses may qualify for (Direct lending for Wisconsin Businesses document, which Cate can discuss and bring materials with her). Since these programs are available in general circumstances, it’s possible to achieve a stackable solution (e.g. 2 potential avenues of support for a cheese maker: i6 work being done with CDR + job creation or other qualification assistance through EDC sources.)