

## Kalenian Award Application Guidelines, 2021

### The Kalenian Award

The annual Kalenian Award is a commercialization prize with an 18-month duration. The prize may be awarded to one or more recipients involved in the invention of a product in order to assist in the process of moving the invention closer to market. The award may be given to support innovative ideas or the development of commercial products. Ideally, recipients should be innovating in either an existing small business or in the process of trying to establish a small business.

**Proposals are encouraged for project types that:** demonstrate the need to provide proof of concept, reduction to practice, or involves products that are in the early stages of commercial development. Proposals may be resubmitted if they did not receive a past Kalenian Award.

For the three-page written proposal, a very concise " who am I--- this is my idea---this is how it will benefit society---this is what I need to achieve my goals " would be much appreciated. This is not a business plan contest. We receive many very high-quality ideas, and it is a difficult exercise to select one winner.

### Application Guidelines

#### STEP 1: Intent to Participate Form

**DEADLINE:** Intent to Compete form(s) are due no later than 11:59 p.m. on Monday August 8<sup>th</sup>, 2022.

The [intent to participate form](#) is available online. Please review the questions, then submit answers in the form before emailing your three-page proposal. The form will not save responses so that you can return later to complete. You may submit more than one form for more than one idea.

#### STEP 2: Proposal Cover Page, Three-Page Narrative and Appendices

**DEADLINE:** Narrative proposals are due no later than 11:59 p.m. on Wednesday, September 14<sup>th</sup>, 2022.

#### Required cover page contents:

- 2022 Kalenian Award Proposal
- Name of company, product, or project title
- Business addresses and website - if any
- Name of applicant(s):
  - **For alumni(ae)**, Include: year Graduated, WPI Major(s)
  - **For Faculty**, Include: Department and Title
  - **For student(s)**, Include: Major(s) and anticipated year(s) of graduation
- Contact information for **all** team members:
  - Email address
  - Phone Number

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### The three – page narrative Content:

- The problem/ unmet need you are trying to address?  
*Why is the unmet need important? How big is the market? Why hasn't the problem been solved before? Engage your audience with a compelling story? What's the opportunity?*
- Who's your target customers?
- What is your team's approach/solution to addressing the unmet need that's far superior to any other alternative?  
*What is your sustainability model? What's the golden nugget that gives you a competitive advantage?*
- What are the benefits? (Functional, economic, emotional, etc.)  
*Quantify where possible. Is the value 2 - 10x better than other alternatives?*
- What are the alternative ways to solve this problem?  
*Who is the competition? How is your solution and benefits unique and superior to other alternatives?*
- What progress has your team made to date? How will funding change your path?  
*Concept, prototype, patent, test feedback?*
- What's your schedule?  
*How long have you worked on this project? Have you won other awards or grants? If so, how much have you received in funding or awards?*

### PLEASE NOTE:

- The three-page limit **excludes** the cover page, space used by graphics, diagrams or images, and appendices.
- Graphics may be placed in an appendix, but *do not use* an appendix to exceed the written narrative page limit.
- Do *not include* CVs, patents, business plans, large appendices or lengthy scientific and/or technical descriptions.

### Please see how to name file below:

**File naming rule:** "Lastname\_Firstname\_KalenianAwardProposal\_2022"

### Email instructions:

Please use "Kalenian Award Proposal 2022" as the email subject and send to: Jasmine Jones at [jjones3@wpi.edu](mailto:jjones3@wpi.edu).

(Note: For all inquiries, please use "Kalenian Award Inquiry" as the subject.)

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### Proposal Review

Proposals will be reviewed by judges with professional backgrounds and respect for confidentiality. Selection of the award recipient will be based on some or all of the following criteria:

- Novelty of the idea
- Commercial potential, including market opportunity and societal value
- Demonstration of a viable business plan evolving from the idea, product, or process
- **do not submit a business plan**
- Likelihood of success

**PLEASE NOTE:** Winners will be announced at a date and venue to be determined.

### Contact Person:

Jasmine Jones

I&E Project Manager

[jjones3@wpi.edu](mailto:jjones3@wpi.edu)