

Business Plan Assistance

Application Instructions

Directed Energy is pleased that you have chosen to apply for assistance under its programs. The application process for Business Plan Assistance has been developed to ensure that Directed Energy can make informed decisions about an Applicant Company's proposal.

To make sure you are applying to the right program, see: <http://nydirectedenergy.org/programs/dap/>

Letter of Intent If there is any doubt as to your eligibility or the appropriateness of your application, please submit a Letter of Intent (LOI): <http://nydirectedenergy.org/programs/dap/loi.pdf>

Please review the eligibility requirements:

<http://nydirectedenergy.org/programs/dap/eligibility.cfm>

and some of the criteria for selection:

<http://nydirectedenergy.org/programs/dap/evaluation.cfm>

Confidential and/or Proprietary Information Patentable ideas, trade secrets, proprietary or confidential commercial or financial information, disclosure of which may harm the applicant, should be included in an application only when such information is necessary to convey an understanding of the proposed project. The use and disclosure of such data will be restricted, provided the Applicant Company identifies this information on the cover sheet (see "Confidential and/or Proprietary Information") and in the body of the application itself by using the following Phrases preceding and immediately following each portion of the document containing the confidential and/or proprietary information.

"The following section contains proprietary information (in bold and italic font) that the proposer requests not be released to persons outside of the review team and only for purposes of review and evaluation."

< *Applicant's proprietary information* >

"End of proprietary information section"

Ownership of Intellectual Property All Intellectual Property developed by the Applicant Company during the project will be the property of Applicant Company. The Applicant Company is solely responsible for protecting its Intellectual Property.

Incomplete proposals Directed Energy reserves the right to reject or not consider any proposal that is incomplete or inconsistent with what has been requested.

Active Management Directed Energy is not designed to be a passive funding organization, but rather one that may become actively engaged in Applicant Company's project. The final scope of work and budget (subject to Applicant Company's approval) may be considerably different than what was proposed. Directed Energy reserves the right to evaluate Applicant Company's project progress and adjust awards accordingly.

Agreement Directed Energy will negotiate an Agreement with Applicant Company that has the following provisions:

1. Directed Energy will contribute finances to engage consultants to work with a successful Applicant Company, who is solely responsible for writing business planning documents (a deliverable under this program).
2. The Applicant Company is expected to provide consulting agreements to all persons engaged as consultants.
3. Applicant Companies are required to provide a 25% cash match and 75% in-kind match to Directed Energy funds.

A Consultant Team Leader will be assigned who will coordinate meeting times and keep the team on pace to deliver a planning document consistent with what is ultimately agreed to by Directed Energy and the Applicant Company.

Termination Directed Energy reserves the right to terminate its funding to a project if, in its sole opinion, the Applicant Company is not substantially complying with the course of action agreed to by both Directed Energy and the applicant company. Similarly, the company may also terminate the project at any time for any reason, but will be required to refund Directed Energy for its expended funds.

Checklist of Submittals:

	1. Read Business Plan Assistance Application Instructions (above).
	2. Complete Part A Project Assistance Application
	3. Complete Part B Business Plan Assistance Application as a Word document and attach to the email submission with Part A.
	4. The application will not be reviewed unless all parts are submitted together.