

Company: _____ Date: _____

SUMMARY QUESTIONNAIRE FOR LICENSING CANDIDATES

We've developed this questionnaire to help us better understand your company's commercialization process, including where you're at in the commercialization process, inherent risks associated with the process, as well as how both your company and NREL will benefit if we collaboratively decide to embark on the licensing process.

Please provide us with a short prospectus—**no more than three pages**.¹—that answers these questions in a format consistent with the questionnaire template below. Only provide information that's nonproprietary. We understand that you might not be able to fully answer all of the questions, but answer them the best that you can. If appropriate, you can mention plans for obtaining the requested information.

After we have reviewed your responses, we will contact you to discuss whether this opportunity makes sense for both your company and NREL.

Submit your prospectus to or if you have any questions, contact:

Rich Bolin
NREL Technology Transfer Office
1617 Cole Blvd. MS 1635
Golden, CO 80401
303-275-3028
richard_bolin@nrel.gov

Company Information

1. Who is your company's point of contact?
2. What NREL technology (ies) are you interested in? What type of license (nonexclusive, exclusive, research) is your company interested in?
3. Who is on your company's management team? Please provide their resumes and references, including those for directors and advisors. What roles will/do they serve? What experience does the management team have with start-ups, raising funds, strategic partnerships, product development, and obtaining regulatory approval (if applicable)?
4. How committed is your company's top management to commercializing this new product or method based on NREL-developed technology? (e.g., "The Senior Vice President of Marketing is supporting...")

¹ You may attach company brochures, and vitae of key management people in addition to the prospectus.

5. What's your company's commercialization decision process and general sense of milestones for this technology?
6. What are your marketing strategies regarding the size of markets, likely penetration? What are your cash flow estimates and profit margin assumptions? What are the strategies, assumptions, and timelines?
7. What is the value proposition for your business (e.g., to be the lowest cost provider, to be an innovator, to provide value added service, etc.)? What is your strategy for sustaining a competitive advantage? What is your exit strategy?
8. What's your company's vision, mission, and key objectives?
9. Who is authorized to negotiate a license for your company? Who is authorized to execute the license agreement for your company?

Technology

10. How important is the NREL intellectual property (IP) to your company? What other IP do you have or will need to acquire?
11. What are your R&D needs and expectations for this opportunity?
12. What is your timeline for bringing this technology to the market?
13. How much funding do you anticipate needing for commercial introduction of this technology and where will you obtain the funding? Is your organization willing to let NREL meet with potential investors?
14. Do you plan or need governmental funds for your R&D? If so, what is the organization(s) and the status of obtaining the funds?
15. How will the new product or method based on the NREL technology fit into your company's current business model, product lines, or processes?

Value Proposition and Market

16. What's the "value proposition" for the product(s) or method utilizing the licensed NREL IP?
17. What is your strategy to enter the market for the product or method using the NREL IP?
18. What and how large (worldwide, niche) are the markets for the product using the NREL IP? Market trends? What is your estimated market share after three years? Will the product based on the NREL IP be the only revenue generating product? If not, what other sources of revenue will be generated by your organization?
19. What customer trends are observed with similar products? What will customers need or want in the future?
20. Who and what is the competition?

Financial

21. What's your estimate of the expected investment in the technology to commercialize it and the cash flows from the commercial product for the first three years?
22. Is your company a party to any litigation? Are there any outstanding personal or company judgments against you? If yes, please explain.
23. What are the financial constraints, if any, that you must attach to the license?
24. If we move forward, will you meet at NREL for the initial discussion of business terms?