

Upload a Business Case as a PDF file of no more than five pages. Ensure that your text is readable both online and in print. For this reason, 11 – 12pt font is recommended. We suggest the following topics be covered under these headings:

AIMS & BACKGROUND

- What does your proposal seek to achieve?
- What will the impact of the grant be to the size, scale, or timing of your project?
- What is the background of previous research upon which the project is based?

SIGNIFICANCE

- Provide a description of the potential benefit, uniqueness and impact of your proposal if its aims are achieved.
- Explain your proposal's alignment with one or more of the National Reconstruction Fund Priorities, and the extent (where relevant) to which the proposal builds on other government initiatives.

ACTIVITIES & TIMELINE

- What are the research activities to be undertaken?
- What are the proposed milestones and timelines for your project? Include a table outlining the timeline of your key activities and milestones.
- What is the likely longer-term timeframe required to arrive at a commercial outcome?

VALUE PROPOSITION

- What technological issue(s) will this project alleviate and/or solve?
- Is the project at a Technology Readiness Level (TRL) between 3 and 5?
- Does the project have industry interest and/or industry engagement?
- What is the current state of project related background intellectual project (IP)?
- What plans/agreements are in place to protect newly created project IP?
- Can the proposed project to be completed within the grant period (1 year)?
- How will the Australian Economy benefit from this project?

CAPABILITY & RESOURCES

- Provide an overview of the team, including:
 - the expertise and track record of members, and how their skills support the project
 - the role/s of each member
 - the proposed time dedicated to the project by each member
- Describe the ways in which, if at all, the project will draw on the capacity and capability of industry partners and industry experts.
- Provide an overview of the existing resources available at participating organisations to deliver the project, as well as how additional resources will be deployed.
- Provide an overview of the proposed governance arrangements for the project.
- Outline the participating organisations' capacity to support commercialisation activities.
- If international collaboration is required to deliver the project, please justify why.

Note: Additional information regarding relevant industry support should be provided at B2.

COMMERCIAL POTENTIAL

- What is the size and value of the potential market? Include any market research and/or economic analysis you have undertaken to validate that your product, process, or service is functional or technically viable.
- Who are your most likely competitors and what is your competitive advantage?
- Is there a clear market demand and can you articulate suitable commercialisation pathways and revenue streams for the proposed project?
- List all possible technical and commercial risks that could impede the successful completion of the project.
- What risk mitigation strategies will you put in place to alleviate project related technical and commercial risks?