

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:

### **IMPACT OF AEA PROJECT GRANT AND PROJECT OUTCOMES**

1. Alignment with at least one of the National Reconstruction Fund priority areas
2. Extent to which the proposal builds on and supports other Whole-of-Government initiatives, if applicable
3. The impact of the AEA grant funding regarding scale and timing of the project, and the likelihood it would proceed without the grant
4. Where the solution aims to be at the project endpoint if successful, including the Technology Readiness level and description of next steps (technical and commercial) upon project completion.

### **CAPACITY, CAPABILITY & RESOURCES TO DELIVER PROJECT**

1. Achievable and realistic overview of steps in project, including risks and appropriate risk management
2. Adequate time dedicated to project, including overview of time commitments from team members across functional areas
3. Excellent composition and strength of team – skills/experience required for the project other than research commercialisation
4. Sound project budget with overview of required and/or currently available resources.

### **COMMERCIAL POTENTIAL AND MARKET OPPORTUNITY**

1. What are the addressable and serviceable target markets (or quantifiable public good equivalent), both domestic and international, that the solution seeks to address including their estimated size and value?
2. What is the novelty and unique selling point of the project outcome, along with its competitive advantage?
3. Overview of the research and development completed to date, project momentum and substantiation of current Technology Readiness Level
4. Likelihood of a successful project outcome, including why the potential solution will move towards commercial success.

### **COMMERCIALISATION PATHWAY AND ENGAGEMENT WITH INDUSTRY AND/OR COMMERCIAL PARTNERS**

1. Strength of commercial partner engagement OR commercialisation pathway with needs from end users
2. Overview of resources and/or support which partner/s will provide
3. Evidence of fit for purpose intellectual property (IP) management, include existing intellectual property (IP) or new IP expected to be developed
4. Team experience in commercialisation accelerator programs or hands-on activities.