<u>Project Description (<u>Maximum of 2 pages total for questions 1-5, including figures and/or tables</u>):</u>

1. <u>Describe the product/idea you are proposing and how it would address an unmet clinical need.</u>

2. <u>Describe the market for this product and include an analysis of competitors/competitor products (both currently available and those in development).</u>

3. <u>How is your product unique? Is there potential for intellectual property protection (patents, copyright, etc.) or other forms of protectable competitive advantage?</u>

4. <u>Broadly, how do you intend to use the funds in this cycle? How will they help to advance the product/technology? What critical milestone(s) will be completed during the 6-month award period to accelerate commercialization?</u>

5. <u>Briefly, how will the PI and/or team's expertise and experience benefit the project?</u>

Additional Information (not included in the two-page limit):

References *(OPTIONAL)***:** Literature and/or website references may be listed in any standard citation format. **No more than 10 references may be included.**

Response to previous reviews *(if applicable)***:** Complete this section if you or another member of your team have previously submitted a Mid-South REACH application for this project (or a closely related project). Please describe briefly how any concerns raised in previous Mid-South REACH reviews have been addressed since your last application. **Maximum of 300 words. If figures and/or tables are included with the written response, this section may not exceed 1 page in total.**

Other support: Please list any current, past, or pending funding/support **that is specifically relevant to the proposed product/technology.** If none, check the box for "none" in each section. For each instance of funding/support, include the information listed below. **No page limit.**
- Source or name of sponsor:
- Grant/award number:
- Grant/award PI name:
- Grant/award title:
- Start date – End date:
- Funding/award amount:
- Your role and % effort *(if applicable)*:
- Brief description of the major goal(s) or specific aims:
- Brief description of any overlap with the work proposed in your Mid-South REACH preapplication:

Current/Active Support (RELEVANT to this product/technology):
    If none, check here: ☐

Pending Support (RELEVANT to this product/technology):
    If none, check here: ☐

Previous Support (RELEVANT to this product/technology):
    If none, check here: ☐