

## **Request for Proposals**

### **Advancing Commercialization of Cellulosic Nanomaterials- Product Opportunity Assessment Projects**

The U.S. Endowment for Forestry and Communities (Endowment) and the USDA Forest Service's (USFS) public private partnership (P3Nano) has \$250,000 in funding available for collaborative opportunity assessments for new products containing cellulose nanomaterials. Although there is no specific dollar limit for each proposal, P3Nano hopes to fund 5-10 proposals with anticipated budgets of \$20,000 to \$50,000 each. Timeline to complete the project is 1 year. We will accept proposals from any individual, university, company, or research organization. Proposals are limited to six pages using the outline that follows this RFP. Budget, investigator bios, and references are not included in the six-page limit.

Proposal selection will be made by the P3Nano steering committee with initial review and recommendation made by its science and technology advisory committee. P3Nano is requiring that a USFS scientist be listed as a co-PI on all submitted proposals, who will work with the team as needed. Please email Michael Goergen at [michael@usendowment.org](mailto:michael@usendowment.org) if you need assistance in identifying an appropriate USFS scientist for a given project. Budgets should not include funding for the USFS scientist. Intellectual Property will be negotiated on a case by case basis.

The proposal and all attachments should be submitted via our grantee portal by 02-February 2021. Awards will be made by March 2021.

This RFP is directed toward projects that will accelerate the emergence of commercial markets for cellulosic nanomaterials and the proposal should reflect this. P3Nano is seeking projects that focus on product opportunity assessments to provide a business feasibility and/or techno-economic feasibility analysis on the commercialization of a technology or product incorporating cellulose nanomaterials. Proposed projects should give a strong case for how their approach would identify barriers or key development challenges for realistic product scenarios that will need to be solved to increase the probability of commercialization.

This RFP is open to a broad range of market segments; (e.g., adhesives, building/construction, cement/concrete, coatings, electronics, food, pharmaceutical, medical, paper, packaging, personal care, etc.).

#### **Proposal submissions must include:**

- An industry partner(s) for the proposed project:
  - Include a letter of support from the industry partner(s) indicating that they are selling product within the given market area of the proposed project.
  - Include at least 10% in-kind cost share from the industry partner(s).
  - If a University partner(s) is involved, then an additional cost share of at least 10% in kind provided by the University, which is separate from the cost share from the industry partner(s).
- Proposal narrative
  - 6-page proposal outlining a credible approach to product opportunity assessment of realistic scenarios, noting such issues of:
    - Concept Description
    - What is the opportunity size within this product area?
    - What are the hurdles?
    - What are the things that can kill this project or prevent commercialization? (e.g., EHS, regulatory or licensing issues, policies, cost of cellulose nanomaterials, etc.)
    - Any issues with existing patents?
    - Are there other competitive products are out there or are being developed that will be ready by the time your product is ready?

- What are the supply chain issues?
- What type of cellulose nanomaterial (e.g., CNC, CNF, CMF, etc) and where will they come from?
- How much will it cost to do it and scale up?
- What is the expected payback period, 5, 20, 15 yrs?
- Should show a strong case for how their proposed project would give realistic scenarios to assess the viability of the proposed product.
- Should show a strong case for how their proposed project would identify barriers or key development challenges that will need to be solved to increase the probability of commercialization.

**Proposal outline:**

1. Proposal Narrative
  - a. Title
  - b. Principal Investigator(s)
  - c. Collaborator(s)
  - d. Forest Service Collaborating Scientist(s)
  - e. Other Personnel
  - f. Project Abstract
  - g. Key Questions Being Addressed
  - h. Background
  - i. Product Opportunity Assessment Approach
  - j. Expected Deliverables (Summary)
  - k. Timeline & Milestones
  - l. References (not counted against the 6 page limit)
2. Workplan Activities and Budget (not counted against the 6 page limit; please build out workplan activities in the online application on the Workplan tab, these can evolve as the project goes along; please upload the budget to the appropriate section in the online application, there is a link to a budget template for your use in the Financial Information tab)
3. PI Bios (not counted against the 6 page limit, please upload to the appropriate section in the online application)
4. Letter of support from collaborator(s) (not counted against the 6 page limit, please upload to the appropriate section in the online application)

The Review Committee reserves the right to ask additional questions.

***Please follow the directions closely and fill out all mandatory fields and attachments in the portal.***

*For any portal/application issues please contact [subawards@usendowment.org](mailto:subawards@usendowment.org).*

*For proposal technical questions please contact Michael Goergen [michael@usendowment.org](mailto:michael@usendowment.org).*

To view or complete the application go to the Endowment's grantee portal:

<https://usendowment.force.com/grantee>

If you already have an account on the portal from a previous Endowment project, please use those login credentials. If you are a new user, please click on "New User" and follow the instructions to create an account

Note: Please **use Google Chrome or Firefox** as your web browser when completing the application.