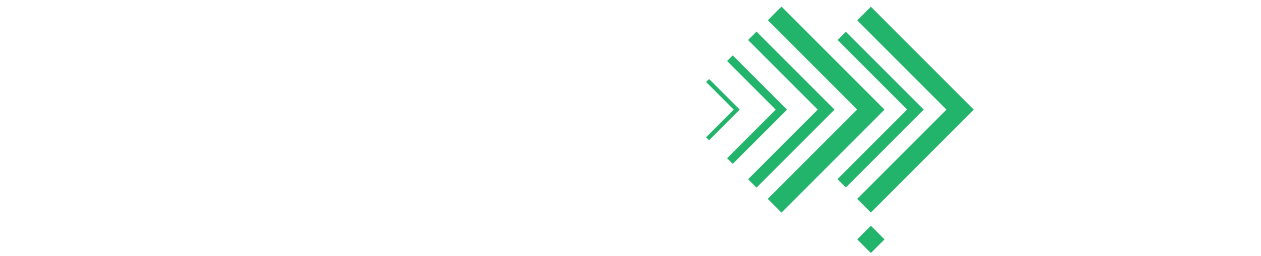
****

# AEA Ignite Business Case Template

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. Graphics and tables can be included if they improve clarity.

The following topics should be covered under these headings:

#### Introduction: DESCRIPTION OF THE PROPOSED TECHNOLOGY

* Describe the innovation or technology solution that has been developed and the issue it is designed to address (in no more than 300 words).

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

* Address Selection Criteria 4.1.1 in the AEA Ignite Program Administrative Guidelines

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

* Adress Selection Criteria 4.1.2 in the AEA Ignite Program Administrative Guidelines
* It is recommended you include a Gantt chart to help describe the activities you will perform in this project to advance your technology and how the steps taken will move the technology towards commercial success.
* It is recommended you use the below table to provide an overview of the project team, time commitments and responsibilities.

| Name | Role  (LE, CE, PE, Other) | FTE on Project | Project Responsibilities |
| --- | --- | --- | --- |
|  |  |  |  |
|  |  |  |  |

#### COMMERCIAL POTENTIAL AND MARKET OPPORTUNITY

* Adress Selection Criteria 4.1.3 in the AEA Ignite Program Administrative Guidelines.
* In addressing criteria, it is recommended you include an overview of the research and development completed to date and the results achieved, project momentum and substantiation of current Technology Readiness Level.
* In addressing criteria, it is recommended you include an analysis of competing technologies on the market and/or known to be in development and explain the potential competitive advantage of your technology along with evidence of market need from potential end-users.

#### COMMERCIALISATION PATHWAY AND ENGAGEMENT WITH INDUSTRY

* Adress Selection Criteria 4.1.4 in the AEA Ignite Program Administrative Guidelines
* In addressing selection criteria, it is recommended you describe the specific background IP (use of the table below is recommended), plans for IP ownership, protection and commercialisation of the Project IP, and the expected benefits to the Lead Organisation.

| Description of Background IP  (e.g. patent, copyright, trade secret) | Registration details  (e.g. patent or trademark no.) | Priority date  (if applicable) | Status | Ownership  (LO, PO, Other) | Details of licences & commercialisation rights |
| --- | --- | --- | --- | --- | --- |
|  |  |  |  |  |  |
|  |  |  |  |  |  |