

Proposal Requirements



Team proposals must include: a 5-to-8-page technical paper, **and** a 3-to-5-minute lightning pitch highlighting their NASA spinoff concept. The cover, appendix, outreach, and use of funds pages, as well as certificates or documentation of learning tools or letters of support, do not count toward the page limit.

Technical Paper Rubric (70 points)

Element	Score
<p>Concept Content **Titled sections of the technical paper must match the element titles shown below.</p> <p><u>INNOVATION</u></p> <ul style="list-style-type: none"> ✓ A cutting edge or ground-breaking spinoff concept is detailed. ✓ A need for this commercialization is demonstrated. ✓ Explain how the concept has a competitive advantage to disrupt the current market. <p><u>COMMERCIALLY VIABLE</u></p> <ul style="list-style-type: none"> ✓ An effective business plan is included. ✓ Thorough research and market studies on the current market trends and potential customers is shown. ✓ A detailed marketing plan demonstrating an increase in commercial viability is included. <p><u>FEASIBLE</u></p> <ul style="list-style-type: none"> ✓ The plan describes details on how the concept would be produced. ✓ A diverse feasibility study is conducted. <p><u>EFFECTIVENESS OF THE PROPOSED WORK PLAN</u></p> <ul style="list-style-type: none"> ✓ A comprehensive work plan to create a prototype or to commercialize the concept is included. ✓ Documents proposed schedule of milestones for meeting objectives. <p><u>PRICE REASONABLENESS</u></p> <ul style="list-style-type: none"> ✓ Demonstrates that the concept is cost efficient and can produce a profit in the current market. ✓ A detailed budget is included to show profit margins and prove cost efficiency. <p><u>APPENDIX (if necessary)</u></p> <ul style="list-style-type: none"> ✓ Supplemental charts, graphs, citations, etc. can be included in this section and does NOT count toward the page limit 	<p>12 points each for 5 elements</p> <p>60 pts max</p>
<p>MITTIC-Specific Information</p> <p><u>OUTREACH</u></p> <ul style="list-style-type: none"> ✓ A minimum of 2 public outreach events are planned to showcase your experience with MITTIC. ✓ Diverse audience is targeted for activities planned. ✓ Outreach page does not count toward the page limit. <p><u>USE OF FUNDS</u></p> <ul style="list-style-type: none"> ✓ Details on how the team will utilize any money, in the event they place first or second in the MITTIC Space Tank competition, are included. Some suggestions for using MITTIC funds include: <ol style="list-style-type: none"> a. Student Stipends. b. Prototype development. 	<p>5 points each for 2 elements</p> <p>10 pts max</p>

<ul style="list-style-type: none"> c. Purchase of hardware and/or software to assist in product development. d. Upgrades to facilities or technology to assist with concept development. e. Business consultation fees. f. Fees associated with obtaining patents, trademarks, copyrights, or publication. g. Team member travel (and expenses) to workshops, conferences, or trade shows. <p>✓ Use of funds page does not count toward the page limit.</p> <p>OPTIONAL Letter of Support</p> <ul style="list-style-type: none"> ✓ If a team has obtained a letter of support from their institution or a business partner, it can be included with the technical paper ✓ Does not count toward the page limit <p>OPTIONAL Learning Tools</p> <ul style="list-style-type: none"> ✓ Certificate of completion from L'SPACE or other training course OR ✓ Documentation of participation in a MITTIC HBCU hackathon competition OR ✓ Proof of non-NASA concept to commercialization training ✓ Does not count toward the page limit 	
<p>Formatting Requirements MITTIC actively screens all concept papers and reserves the right to reject any paper that does not conform to the following formatting requirements.</p> <p>TYPE AND PAGE SIZE</p> <ul style="list-style-type: none"> ✓ Type Size: No type size smaller than 10 points shall be used for text or tables, except as legends on reduced drawings. ✓ Page Size: Pages must be standard size (8.5 X 11 sheets). <p>HEADER AND FOOTER</p> <ul style="list-style-type: none"> ✓ The header must include the name created for your concept/team's name and full name of the NASA Intellectual Property used. Institution names should not be located anywhere on the document other than the cover sheet. The footer must include the page number. <p>COVER PAGE</p> <ul style="list-style-type: none"> A. Team Name B. MSI Name (if it is a combined team, list all institutions; MSIs first) C. NASA Intellectual Property Selected D. Team Member Information List core team member's information below. <ul style="list-style-type: none"> 1. First and Last Name 2. Email Address 3. Institution E. Principal Investigator/Co-principal Investigator (PI) Information (Lead PI must meet MITTIC eligibility requirements.) <ul style="list-style-type: none"> 1. First and Last Name 2. Email Address 3. Phone Number 4. Institution Employed By F. Partner Business Information (if applicable) <ul style="list-style-type: none"> 1. Large or Small Business Name 2. First and Last Name of Contact 3. Email Address 4. Phone Number G. Company Logo (Optional) <p>✓ Cover page does not count toward the page limit.</p>	Pass/Fail