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**Savannah River Nuclear Solutions
Savannah River National Laboratory**

Guidelines for licensing technologies



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We're pleased you've chosen
to submit a request for a
Savannah River Nuclear Solutions license.

We look forward to helping you
launch a new product.

Our License Application
comes in two parts. You may submit the
Intent to License first, followed by
the more detailed Business Plan.
Or, you may submit both at the same time.

These guidelines, which may or may not
apply in all circumstances,
describe the information we need
to evaluate your request.

Please take a moment to determine
which of these guidelines apply to you. If
you have any questions,
please don't hesitate to call us.

Intent to license

Cover page

Please provide your company name, address, phone, fax, e-mail and Web site. Also include the name of a contact person and his/her title.

Proposal to license

Identify the SRNS intellectual property you'd like to license. Indicate the type of license you seek (exclusive, partially exclusive, nonexclusive, field of use). Describe why your company would be a successful licensee of this product and the benefits you anticipate (increased market share, new market niche, etc.).

We give preference to licensing opportunities that will benefit the U.S. domestic economy. Describe how this license would enhance the U.S. economy.

1. Will design and development be performed in the U.S.? Where?
2. Will products and embodying parts, including components, be substantially manufactured in the U.S.? Where? About how many jobs will be created?
3. If you are a foreign-owned company, do you have a business unit in the U.S.? Where?
4. Will significant economic and technical benefits flow to the U.S. as a result of this license?
5. If you are subject to the control of a foreign company or government, does this government permit U.S. agencies, organizations, or other persons to enter into cooperative research and development agreements and licensing agreements? Does the foreign government have policies to protect U.S. intellectual property rights?

Intent to license (continued)

Company information

Please provide the following information on your company:

1. The legal name.
2. The headquarters location.
3. The legal form (corporation, sole proprietorship, limited partnership, Subchapter S, limited liability corporation).
4. A brief history and current market position.
5. The management structure, including an organization chart and profile of key managers.
 - A profile of employees, including number, type and future employment plans.
 - A description of facilities, including sizes, locations, and future expansion requirements.
 - A customer profile that defines types (government, private sector, industries) and a percentage breakdown of each sector.
 - A balance sheet and income statement for the past three years.

Business Plan

Market description

Provide a detailed profile of the market(s) you expect this product to penetrate, including:

1. A definition of the target market and its various segments.
2. A summary of how the market is expected to use the proposed product and the needs that it addresses.
3. The size of the market.
4. Whether the market is growing, stable, declining.
5. A five-year forecast of the market share the product is expected to achieve.
6. A review of the competition currently existing or expected to develop following introduction of the product.
7. A comparison of this product to others already in the market, focusing on price, performance, durability, speed, size, etc.
8. A review of any external factors such as laws, licenses, customs, regulatory and environmental circumstances that could affect a successful product introduction.
9. The likelihood of spin-off products or markets developing as a result of this product's entry into the marketplace.

Business Plan *(continued)*

Marketing Strategy

Describe your plans to make the product a success in your chosen markets:

1. Describe how you intend to distribute the product to customers (direct sales, brokers, distributors, etc.) and any incentives/special offers planned to encourage sales. How does this compare to current distribution practices?
2. Describe any strategic partnerships, teaming arrangements, joint ventures, or licensing agreements that are planned to help market the product.
3. Present an advertising strategy that includes a proposed budget and methods to be employed (print or electronic ad placement, direct mail, trade shows). How does this compare with current advertising practices? Supply examples of current product advertising.
4. Detail your intended public relations activities such as press releases, trade journal article placements, scholarly papers/presentations. Supply examples of public relations activities for current products.

Pricing strategy

Setting the right price is key to gaining market acceptance, building and maintaining market share and generating profits,

1. Provide a detailed pricing strategy. Do you anticipate pricing the product below, above or at levels comparable to competing products? How is this strategy similar to or different from those in place for current products in your portfolio that have comparable functions?
2. Describe how the markets chosen for this product react to prices. Is price a major determinant in enhancing/suppressing demand?

Business Plan *(continued)*

Product development

If you believe the proposed product requires any additional design or development before it is ready for market introduction, please provide the following:

1. A description of what remains to be done and your company's expertise in making the needed adjustments.
2. Identification of any problems associated with making any design and development changes and how you propose to overcome them.
3. An estimate of any ongoing refinements that will be required to keep the product competitive and your plan for ensuring these changes are made.
4. Presentation and discussion of a design and development budget which includes labor, materials, consulting fees, etc.

Implementation schedule

To present a realistic timeline of milestones that must be met for a successful product introduction, provide a schedule with key dates for the following:

1. Completion of design and development (if necessary).
2. Completion of prototypes.
3. Establishment of distribution network.
4. Ordering of production materials.
5. Production launch.
6. Achievement of optimum inventory level.
7. Obtaining certifications, licenses, permits and other regulatory approvals.
8. Initial sales and deliveries.
9. Payment of first accounts receivables (cash in).

Production/service strategy

This section is designed to describe your manufacturing operations and how you handle customer service. Specifically we are seeking:

1. A review of the current manufacturing set-up, including facilities and their locations, capital equipment employed, material used, and labor requirements. Will the addition of the proposed product require an expansion of manufacturing operations? If so, please detail.
2. The availability of materials, components and subassemblies required for production.
3. Are multiple supply sources available?
4. Information on your quality control program and how you maintain manufacturing quality. What inspection procedures are employed? Would the proposed product require changes to current procedures? If so, what?
5. Inventory requirements, including the optimum level to be maintained, estimated cycle times, storage capabilities, shipping procedures.
6. Packaging decisions that discuss how the proposed product's packaging will parallel or deviate from similar or competitive products currently in the market.
7. Information on how you will monitor and manage the delivery, warranty and repair of the proposed product to ensure customer satisfaction and repeat sales. Give an example of how the process is handled with a current product.

Business Plan *(continued)*

Financial needs and projections

Please provide an estimate of the funding required to bring this product to market, and describe how the funding will be obtained.

Sales projections and profit profile

Please provide a pro forma financial statement showing the projected cost and profit profile for at least the first five years of the licensing agreement. Include annual projections for the following:

1. Number of products sold, including an estimate of the percent of products sold to the U.S. federal government.
2. Gross and Net sales.
3. Cost to manufacture.
4. General and administrative overhead costs.
5. Total earnings before income taxes.

Strategic position

Provide an objective analysis of your company today, including:

1. Key events that have led to your company's current position in the market and key events that must take place in the future to ensure continued success.
2. A SWOT analysis indicating your company's Strengths and Weaknesses, as well as Opportunities and Threats that will affect current and future operations.

Appendix

Use the appendix of your proposal to attach any information that would be useful to us in conducting a due diligence review, such as the following:

1. Specifications, pictures of products, systems and software.
2. Lists of customers, suppliers and references.
3. Independent reports by technical experts or consultants.
4. Detailed resumes of founders and key managers.
5. Important regulatory/industry certifications, licenses, or approvals.

Send it in!

Applications

Please address applications to the appropriate contact below:

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