National Renewable Energy Laboratory (“NREL”)  
Intellectual Property Commercialization Plan Worksheet

# A. Purpose

NREL requires a commercialization plan from all its prospective licensees before licensing its intellectual property. The plan better enables NREL and the prospective licensee to determine and characterize the business fit between their interests. The commercialization plan also provides information for NREL to use in assessing the prospective licensee’s intent and plan to achieve commercial use of the NREL Intellectual Property while satisfying its Fairness of Opportunity requirements. Finally, the plan provides NREL input on its calculation of value of the intellectual property to both Parties. If a commercialization plan has already been developed, and contains the information requested below, then that plan may be submitted. If no commercialization plan has been developed, then the following worksheet will be of value in defining the commercialization plan. All information provided is considered business proprietary and not available to the public.

This Commercialization Plan Worksheet is intended to aid in the development and understanding of the Commercialization Plan. This worksheet has three sections: 1) General Company Information, 2) Product Licensing and Sales Information, and 3) Equity Licensing Information. The intent of the questionnaire below is to have the business partner provide as much information as possible Not all questions may be applicable.

# B. General Company Information:

* 1. Company Name and address:

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

* 1. Company Leadership Contact Information: (provide multiple names if appropriate)

1.\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Telephone: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Fax: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

E-mail: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

2. Principal Contact

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Telephone: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Fax: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

E-mail: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

* 1. State of Incorporation If foreign (provide country)

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

* 1. Headquarters (if different from address provided above)

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

* 1. Number of full-time employees Number of part-time employees

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

* 1. Age of company

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

* 1. Approximate liquidity of company, including a rough estimate of funding budgeted specifically to support additional R&D, product development, sales, etc. required to commercialize the NREL technology (in dollars)

$\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

* 1. Approximate volume of company sales (in dollars)

$\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

* 1. Name(s) of major investors and their locations, including any affiliations with foreign governments:
  2. Foreign interests: please disclose any non-U.S. controlling interests in Company.

# C. Product Licensing and Sales Information

a. What **License Rights** are desired?

What is the NREL intellectual property of interest?

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Please check the ones desired: Exclusive? \_\_\_ or Nonexclusive? \_\_\_

If exclusive, please specify a Field of Use (application or use of NREL Intellectual Property: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

If exclusive, please specify a duration of time requested for the Exclusivity:

Duration of Exclusivity? \_\_\_

1. Is additional R&D necessary to further develop or complete the product?

Yes \_\_\_\_\_\_ No \_\_\_\_\_\_\_ (If “No”, skip to C.e)

What type of technical assistance, if any, does the prospective licensee seek from NREL in commercializing the licensed Intellectual Property? (Attach a separate sheet if necessary.)

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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What is the estimated cost of this development, to the company? \_\_\_\_\_\_\_\_\_\_\_\_\_

Estimated time frame for completion? \_\_\_\_\_\_\_\_\_\_\_\_\_

NOTE: A separate CRADA may be executed for this assistance, subject to available resources.

1. If appropriate, elaborate on the Product Development that will be conducted, specifically what activities will occur to produce and roll out New Products which incorporate NREL’s Intellectual Property?
2. If appropriate, please list the applications or uses of the New Products, the competing products for the application or use and the advantages of the New Products.

|  |  |  |
| --- | --- | --- |
| **New Product Application / Use** | **Competing**  **Product / Material** | **New Product**  **Advantages or Value** |
| 1. |  |  |
| 2. |  |  |

1. What **Markets** will the products incorporating the Intellectual Property be sold into? What is the size and growth of each?

|  |  |  |
| --- | --- | --- |
| **Market** | **Size (units/$)** | **Growth (%/yr)** |
| 1. |  |  |
| 2. |  |  |

1. What are the expected or estimated annual **Sales** of the new products for the first five years of the license?

|  |  |  |
| --- | --- | --- |
| **Year** | **Number of Units** | **Sales in $** |
| Year 1 |  |  |
| Year 2 |  |  |
| Year 3 |  |  |
| Year 4 |  |  |
| Year 5 |  |  |

1. DOE requires that all Licensed Products be ‘substantially manufactured in the United States’. Where will the prospective licensee **produce** this product, process, service? For example, the prospective licensee plans to manufacture the licensed ceramic material in our existing plants in Ohio and Texas.

In the U.S.? Yes \_\_\_\_ No \_\_\_\_\_\_

If in the U.S., where? \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

If outside the U.S., where? \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

If outside the U.S., what percentage of components will be produced in the U.S.? \_\_\_\_\_\_\_\_\_

Other comments:

1. Please complete add any additional information that would support the business case for this license, including economic benefits to the U.S. economy.

# D. Equity Licensing Information

The following section is to be completed if equity is to be provided as part of the licensing agreement.

* 1. What is the company incorporated as: (Limited partnership, 503 C, S Corp., etc.)

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* 1. What is the estimated value of the company? If a third-party evaluation is available please attach documentation.

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* 1. Amount of cash on hand? \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
  2. Current debt load? \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
  3. How many shares have been created, and who are the top two owners of those shares?

Total number of shares: Preferred \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Common \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Owner 1 \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Owner 2 \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

* 1. What is the exit strategy for the company, if any? (IPO, Maintain as private, etc.)

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\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

* 1. Is there an estimated time frame for acquisition, IPO, etc. (in years)

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\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

* 1. If an acquisition is the exit strategy, who are likely candidates?

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Are discussions for acquisition currently underway?

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* 1. Is the company currently or in the near future seeking additional capital?

Yes \_\_\_\_\_ No \_\_\_\_\_\_\_\_

If Yes, from who? \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

If Yes, amount of capital \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_