**Project Description** (**Maximum of 2 pages total for questions 1-5, including figures and/or tables**):

1. Describe the product/idea you are proposing and how it would address an unmet clinical need.
2. Describe the market for this product and include an analysis of competitors/competitor products (both currently available and those in development).
3. How is your product unique? Is there potential for intellectual property protection (patents, copyright, etc.) or other forms of protectable competitive advantage?
4. Broadly, how do you intend to use the funds in this cycle? How will they help to advance the product/technology? What critical milestone(s) will be completed during the 6-month award period to accelerate commercialization?
5. Briefly, how will the PI and/or team’s expertise and experience benefit the project?

**Additional Information (not included in the two-page limit):**

**References *(OPTIONAL)*:** Literature and/or website references may be listed in any standard citation format. **No more than 10 references may be included.**

**Response to previous reviews *(if applicable)*:** Complete this section if you or another member of your team have previously submitted a Mid-South REACH application for this project (or a closely related project). Please describe briefly how any concerns raised in previous Mid-South REACH reviews have been addressed since your last application. **Maximum of 300 words. If figures and/or tables are included with the written response, this section may not exceed 1 page in total.**

**Other support:** Please list any current, past, or pending funding/support **that is specifically relevant to the proposed product/technology.** If none, check the box for “none” in each section.For each instance of funding/support, include the information listed below. **No page limit.**

* Source or name of sponsor:
* Grant/award number:
* Grant/award PI name:
* Grant/award title:
* Start date – End date:
* Funding/award amount:
* Your role and % effort *(if applicable)*:
* Brief description of the major goal(s) or specific aims:
* Brief description of any overlap with the work proposed in your Mid-South REACH preapplication:

Current/Active Support (RELEVANT to this product/technology):

If none, check here:  ​☐​

Pending Support (RELEVANT to this product/technology):

If none, check here:  ​☐​

Previous Support (RELEVANT to this product/technology):

If none, check here:  ​☐​