

REQUEST FOR PROPOSAL

Project Information

Project Title: Commercialization Strategy and Advisory Services

Purpose: Selection of consultants to assist UCSD faculty in the development and implementation of commercialization strategies for specific technology and business segments within the Jacobs School of Engineering.

Technology: Life Sciences, Software Information Technology, Materials & Devices, and Wireless Services.

Project Director

Rosibel Ochoa, PhD
Director/Commercialization
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Project Point of Contact

Audrey Tresham, Center Coordinator
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Proposed Schedule of Event Activities

Activity Name	Due Date
RFP Release Date	6/21/07
RFP Due Date	Due dates vary per technology/field of expertise
Proposal Reviews	
Contract Awards	
Contract Effective Date	

1. Background

The William J von Liebig Center for Entrepreneurism and Technology Advancement in UCSD's Jacobs School of Engineering was formed to accelerate the commercialization of technologies being created by faculty within the Jacobs School. Successful commercialization of early stage university technologies requires individuals with extensive practical experience in the evaluation, positioning, funding and transfer to the private sector of early stage technologies in a wide variety of disciplines, each with specific demands and characteristics. To support this mission, there is a need to contract for services with entities or individuals who have considerable experience and expertise in the commercialization of university-generated innovations in very specific technology and business segments. These consultants will work with faculty providing guidance on the development of a commercialization strategy and will advise the Center on appropriate steps to implement this strategy. They will also research potential markets, identify partners, collaborators and sources of funding in order to implement these commercialization strategies. A list of those technologies generated by faculty at the Jacobs School of Engineering can be found at www.vonliebig.ucsd.edu/projects/.

2. Objectives

The objectives are to provide a fair, competitive process that selects qualified consultants who will afford advisory, advocacy and facilitating services to all faculty and research staff of the Jacobs School of Engineering to:

- Explore appropriate commercialization strategies for new technologies,
- Stimulate University/Industry exchange, and
- Develop new alliances.

3. Scope of Services

3.1 Term of Contract

The term of any contract(s) issued as a result of this competitive process will be for a one (1) year period beginning on or about July 16, 2007. The University retains the right to extend the contract for additional two (2) year period, for a total of three (3) years at prices/rates mutually agreed upon by the parties. The University reserves the right, at the end of each contract period, to extend for an additional 120 days at the same terms, conditions and prices.

3.2 Deliverables

The consultants awarded contracts for these services will provide quarterly progress reports to be submitted to the Program Director describing the status of commercialization of projects assigned. These quarterly reports will address the services delivered to the faculty for the following criteria:

- Analysis on commercial potential of UCSD technology
- Intellectual property protection
- Business model creation
- Licensee identification
- Market to Companies
- Product development plan and roadmap
- Business plan creation
- Market to Investors, companies
- Status of commercialization of funded projects
- Progress on assigned special projects

3.3 Format for Completed Reports/Deliverables.

See Exhibit A

3.4 Utilization of UC Resources and Cooperation

Consultants will perform services at their office and (conditionally) at the von Liebig center. They will be provided access to UC computers, data ports, phones, copier/fax as required.

4. Proposal Requirements

Provide responses to all following in the format outlined in Exhibit B. Your proposal must be duly executed.

4.1 Description of qualifications

Provide a description of your qualifications, a brief list of similar types of consulting contracts successfully concluded, a sample of such work if appropriate, and a description of the lead personnel and anticipated supporting personnel to be employed on the study.

4.2 Description of techniques

Provide an overall description of the techniques by which you intend to approach the problem, consultant resources to be expended, equipment and facilities to be utilized and, if subcontractors are contemplated, a description of these persons or firms and the portions and monetary percentages of the work to be done by them.

4.3 Information Collection Methodology

Provide a description of the type of information, if any, to be collected about an individual, the method of collection, the physical type of the resulting record, i.e., typed or written notes, tape recording, photograph, and the proposed ownership of such records. See sections 6 and 7 of the University of California Terms and Conditions for Consultant Agreements.

4.4 Cost of Services

Provide an hourly rate to be charged for the completion of these services and desired method of payment. List any other ordinary and necessary expense you will require to complete these services.

4.5 Prior Cost of Services

Provide the total dollar amount of work contracted with the University of California in the last 12 months.

4.6 Employee-Vendor Relationships

Provide the name and University of California position of any officer, faculty member, or other employee of the University who holds a position of director, officer, partner, trustee, manager, or employee in the consultant organization, as well as the names of any near relatives who are employed by the University.

4.7 Consultant's citizenship/[USCIS status](#).

If the consultant is not a citizen of the United States, provide the person's alien status.

4.8 Additional Tasks

Identify any additional tasks that were not identified in the Scope of Services that you or your firm deems appropriate. Describe why you believe each task is relevant.

5. Proposal Inquiries

If there are any discrepancies in, or omissions to, the RFP, or if there are any questions as to any information provided in the RFP or by any other source, a request must be submitted in writing for clarification, interpretation, or correction. Such inquiries must be directed to the UCSD Point of Contact only. In the event that it becomes necessary to clarify, interpret, or correct any part of this RFP, the information will be provided in writing to all who have submitted a proposal.

6. Proposal Submission

Follow the instructions as described in Exhibit B.

7. Cost of Preparing and Submitting Proposal

This RFP shall not be construed as obligating UCSD to award a purchase order or contract or to otherwise pay for the information solicited. UCSD is not liable for any costs incurred by proposers in preparing or submitting proposals, in making oral presentations, in attending a pre-proposal conference, or in satisfying any functional demonstrations, analytical modeling, or any other pre-award requirements.

8. Duration of Proposals

Proposals shall remain valid for a period of ninety (90) days from the RFP due date in order to allow UCSD the opportunity to evaluate the proposals, make an award, and execute a contract.

9. Evaluation and Selection Process

All proposals will be subject to the same evaluation criteria. The lowest cost proposal may or may not be determined to best meet the needs of UCSD when all factors have been considered. The contracts shall be awarded to the proposer who, in UCSD's determination, is most suitable to provide the required services as detailed herein. The factors to be considered in the evaluation are set forth in Section 4 above. UCSD reserves the right to accept or reject proposals on each item separately, or the proposal as a whole, without further discussion. Proposals shall be rejected when, in the opinion of UCSD, an award would not be in the best interest of UCSD.

10. Negotiation Prior to Award of Contract

UCSD reserves the right to negotiate each and every aspect of any proposal received in response to this RFP. In addition, UCSD may require additional cost and pricing data or documentation prior to award of any contract in whole or in part which may result from this RFP. UCSD reserves the right to negotiate all terms and conditions of a final contract whether or not such terms and conditions are specified by this RFP.

Exhibit A

Format for Quarterly, Final Reports

Below are the task activities to be included for progress payment invoices, quarterly, and final report deliverables.

A. Analysis

1. Identify technologies within University departments in the Jacobs School of Engineering that have commercial potential in the areas of life sciences, semiconductor devices, information technology, and/or materials and software.
 - a. Assist faculty in identifying the best commercialization paths for those technologies and in developing a commercialization plan.
 - b. Meet with faculty on a regular basis and evaluate progress toward demonstration of the technology for commercial application.
 - c. Research market data in the field of technology commercialization, identify and contact potential partners, collaborators and funding sources.
2. Participate in the Von Liebig Center's grant solicitation and funding process by:
 - a. Reviewing and providing feedback to proposals assigned by the Project Director and submitted by faculty for funding.
 - b. Assist faculty with preparation of presentations to expert panels.
 - c. Participate in the expert panel review process.
 - d. Provide feedback to faculty on expert panel decisions.
 - e. Developing with faculty the commercialization plans for those technologies funded as a result of the grant solicitation process.
 - f. Monitoring progress of commercialization plans as outlined with faculty and providing direction at appropriate advancement milestones. Recommend release of funds to the Program Manager.
 - g. Cultivating linkages to global firms and institutions, market and technology experts, knowledge and alliance partners, and other potential investing sources that might be interested in advancing the technology towards commercialization.
3. Tracking and documenting progress of technology commercialization projects including achievement of milestones and contacts with researchers and external partners via progress reports and in the von Liebig Center database.

B. Advice/Recommendations

1. Follow progress of technology development plans and recommend to the von Liebig Center Project Director approval of disbursement of seed funds.
2. Advocate industry adoption of von Liebig assisted commercialization projects.
3. Ensure that faculty and other researchers work with Technology Transfer and Intellectual Property Services at the appropriate time to disclose inventions belonging to the University.
4. Provide commercialization support and mentoring services to the portfolio of projects as assigned. A partial list is included in <http://www.vonliebig.ucsd.edu/projects>.
5. Work on special projects as assigned by the von Liebig Center administration in support of the mission of the von Liebig Center.

**Exhibit B
Proposal Format**

Proposals must be submitted via email, in person, via private carrier (i.e., Federal Express, UPS, and Airborne), or via U.S. Postal Service to the UCSD Point of Contact listed on page one. Please be sure to sign your proposal and attach any exceptions to the terms and conditions.

Technology:

Consultant Name:

SSN# or FEIN#:

Address:

Phone #:

Email:

Provide a brief narrative to sections 1 – 8 of the following as required in section 4 of the RFP.

1. Description of qualifications

Provide a description of your qualifications, resume or curriculum vitae, a brief list of similar types of consulting contracts successfully concluded, a sample of such work if appropriate, and a description of the lead personnel and anticipated supporting personnel to be employed on the study.

2. Description of techniques

Provide a brief overall description of the techniques by which you intend to approach the deliverables in Exhibit A, consultant resources to be expended, equipment and facilities to be utilized and, if subcontractors are contemplated, a description of these persons or firms and the portions and monetary percentages of the work to be done by them.

3. Information Collection Methodology

Provide a description of the type of information, if any, to be collected about an individual, the method of collection, the physical type of the resulting record, i.e., typed or written notes, tape recording, photograph, and the proposed ownership of such records. See sections 6 and 7 of the University of California Terms and Conditions for Consultant Agreements.

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6. Employee-Vendor Relationships

Provide the name and University of California position of any officer, faculty member, or other employee of the University who holds a position of director, officer, partner, trustee, manager, or employee in the consultant organization, as well as the names of any near relatives who are employed by the University.

7. Consultant's citizenship/[USCIS status](#).

If the consultant is not a citizen of the United States, provide an explanation of the person's alien status in the United States.

8. Additional Tasks

Identify any additional tasks that were not identified in the Scope of Services that you or your firm deems appropriate. Describe why you believe each task is relevant.

9. Certifications

The undersigned certifies to the truthfulness and accuracy of the information provided.

The undersigned agrees that this proposal constitutes an offer to the Regents of the University of California which shall be valid for a period of ninety (90) calendar days after the proposal due date or until a contract is fully executed.

The undersigned acknowledges that he/she has examined and is fully familiar with the RFP and the University of California Terms and Conditions for Consultant Agreements and any other documents incorporated therein and that any exceptions to that document are indicated herein.

Check One: No exceptions are taken Exceptions are attached

10. Consultant Signature

Signature: _____

Print Name: _____

Date: _____