



The research commercialisation office of the University of Oxford, previously called **Isis Innovation**, has been renamed **Oxford University Innovation**

All documents and other materials will be updated accordingly. In the meantime the remaining content of this Isis Innovation document is still valid.

URLs beginning www.isis-innovation.com/... are automatically redirected to our new domain, www.innovation.ox.ac.uk/...

Phone numbers and email addresses for individual members of staff are unchanged

Email : enquiries@innovation.ox.ac.uk

SPIN-OUT QUESTIONNAIRE

Company / Project Name	
Researchers and Departments Involved	
Isis Project Number	Isis Technology Transfer Manager
Document Date	Target Investment Date

THE PROPOSED BUSINESS

PRODUCT / SERVICE OFFERING

What Product / Services will the company sell in the short, medium and long term?

SOURCE OF PRODUCTS/SERVICES

Where will the company get the products / services it sells (develop them, manufacture in house, buy in, already has them etc.)?

TARGET MARKET(S)

Estimate of market(s) size; whether they are growing, static or declining; potential competitors.

ROUTE TO MARKET

How will the goods/services be sold?

BUSINESS PROJECTION

What are the expected sales, margin, overheads and cash requirement for the first few years? (We could provide pro forma spreadsheets if required)

COMPANY PERSONNEL

Give the names of individuals if known and state whether full or part time (quantify part time). State specifically who will be responsible for the following key functions:

Product Development (R&D) / Procurement

Sales and Marketing

Finance / Accounting

Leadership / General Management

WHO ARE THE PROPOSED DIRECTORS AND COMPANY SECRETARY?

WHO ARE THE PROPOSED LAWYERS, ACCOUNTANTS AND BANKERS?

INVESTMENT

What is the total cash investment by external investors?

Who are the external investors?

What equity is offered to the University and the investors?

RISKS

What are the major sources of risk / uncertainty in this proposal?

(Technical risks, academic competition, commercial competition, management risks)

THE SCIENCE AND INTELLECTUAL PROPERTY

The purpose of these sections is to enable Isis and the University to understand and evaluate both the quality and the security of the science, in order to form an opinion of its potential value.

Please add a section, which will describe, to a suitably qualified person, the basis of the science, the relevant experience of the scientists involved, and likely developments in the field.

Also describe both the intellectual property and the know-how which will be going into the company (including patents, both filed and potential). Please identify any University Intellectual Property that will be needed by the Company.

ONGOING RESEARCH

Will the company place research contracts with the University? If so, enclose details of the duration and magnitude of the proposed projects. Have terms been agreed with the University?

THIS PROPOSAL HAS BEEN PREPARED BY:

NAMES:

DATE: