

## M2I2 Concept Paper Guidelines and Outline

This guide is to be used as a starting point for the development of a concept paper. The purpose of a concept paper is to determine the intersection and alignment of the proposed project with the goals of the M2I2 Program. The concept paper will allow CAM to perform analysis and due diligence in determining the appropriateness of a full application submission. Concept papers should be clear and concise, not more than 5 pages (inclusive of appendices) and free of policy or business jargon.

### **Outline:**

Introduction: Provide a brief description of the project for which you are seeking funding. Demonstrate that you understand the mission of the M2I2 Program and explain how the proposed project fits in with its objectives. Describe all collaborative partners, the benefit of such partnerships and their role in the project. Be sure to define the unmet need and answer the question: Why does this project matter?

Project Description: Concisely describe what the applicant proposes to do, the approach and potential impacts. Identify the “unmet need” and explain how the proposed project is the best possible solution to meeting this need. Be sure to address the timeliness of the work being proposed and explain how the experience of the applicant and its partners makes them the best suited for performing this work including information to address specific eligibility requirements as state in the guidelines above. Explain your solution and show why this approach is the best solution (make a compelling case for funding).

Goals and Objectives: Outline the goals and objectives of the project being described. Goals will represent a simple and clear statement of the vision, specifying the accomplishments to be achieved for the vision to be realized. Objectives will represent a statement of measurable outcomes that relate to the program goals and will include clear statements of the specific activities required to achieve the outcomes necessary for reaching the objective.

Benefits Anticipated: This section will speak to the expected outcomes of the project and how the outcomes benefit the targeted application/product and the timeline on which the expected outcomes and benefits will be achieved. How many jobs do you anticipate this project creating or saving? Will any workforce development programs be developed or expanded? What will the market impact of this project be?

Methodology & Timelines: How will the project be carried out? Make sure you have connected goals and objectives to your methodology/timeline.

Support Needed & Costs: State the total dollar amount for the project, provide a high-level budget for the capital funds being requested and provide information about how funds will benefit the overall project. Be sure to provide an overview of the required matching funds, including how those funds will be used and the current state of securing

the required matching funds. Also describe any significant programming, facilities and equipment already in place to complement the project. Also include information on key personnel and their previous relevant experience.

Manufacturing USA Institute Alignment: Provide a description of which Manufacturing USA Institute(s) you believe your project aligns with and why.

Contact Information: Provide full contact information for the individual responsible for the proposed project and the applicant.