**Executive Summary of BIRD Project Proposal**

**(Maximum 5 pages)**

|  |  |  |
| --- | --- | --- |
|  | Israeli Company | U.S. Company |
| Full company name (as appears on the Certificate of Incorporation) |  |  |
| Company locations (headquarters and relevant division address, including full street address, state, city, zip code) –not only P.O. Box |  |  |
| Company website | www. | www. |
| Year established |  |  |
| Revenues: most recent fiscal year \_\_\_\_\_ | $ million | $ million |
| Increase / (Decrease) over previous year |  % |  % |
| Number of employees |  |  |
| Ownership (Public / Private) |  |  |
| Percentage ownership of the company by the other company |  |  |
| For private companies: comprehensive list of investors (may be sent to BIRD separately) |  |  |
| Relationship of the companies –* Parent/Subsidiary
* Common Ownership
* No common relationship
* Other
 |  |
| Number of previous BIRD projects |  |  |

|  |  |
| --- | --- |
| Israeli Company Registration Number |  |
| U.S. Company DUNS Number |  |

|  |  |
| --- | --- |
| Expected project title |  |
| Estimated project budget | $ |
| Expected project duration | \_\_ months |

1. **Abstract:** A summary**, no more than 20 lines,** describing the essence of the project and its expected outcome. The abstract should be self-explanatory to someone who has no previous knowledge in the field.
2. **Company Background:** Describe the major technical, marketing and financial assets and strong-points of each one of the two companies that are relevant to the successful completion of the proposed development project, and to its successful commercialization. Describe the characteristics and qualities possessed by each company that would make it a good strategic partner to the other company.
3. **The Innovation:** Provide a concise description of the product / technology to be developed within the project, including its uniqueness, its innovation, and how it will satisfy market needs that are not met today.
4. **Collaborative Relationship:** Describe the anticipated role of each company during the development project and during product commercialization. Indicate approximately how the development budget will be split between the two companies, and from where the non-BIRD portion of the project expenses will be obtained. Describe the expected basis and arrangement between the two companies regarding sharing of profits and other benefits during commercialization.
5. **Commercial Potential:** State the estimated relevant market size for the developed product, and the expected market share after 1-3 years of commercialization. (Please indicate the sources employed in deriving this forecast.) Estimate the volume and the total $ value of direct sales revenue expected to result from the developed products over each one of the first 3 years of commercialization.

|  |  |  |  |
| --- | --- | --- | --- |
| **Calendar year:** | **20xx** | **20xx** | **20xx** |
| Target market size for developed product (M$): |  |  |  |
| Estimated market share (%): | - | - | - |
| Estimated sales quantity (units): | - | - | - |
| Estimated representative unit price ($/unit): |  |  |  |
| Estimated sales revenue (K$): |  |  |  |
| Estimated cumulative sales revenue (K$):  | 0 | 0 | 0 |

|  |  |  |
| --- | --- | --- |
| **Authorized Company Officials:** | **Israeli Company** | **U.S. Company** |
|  |  |  |
| Signature: |  |  |
| Typed Name: |  |  |
| Typed Title: |  |  |
| Date: |  |  |
| Tel. no.:  |  |  |
| Typed Email address:  |  |  |
| Cell phone no.: |  |  |

|  |  |  |
| --- | --- | --- |
| **Contact Person Details:** | **Israeli Company** | **U.S. Company** |
| Signature |  |  |
| Typed Name:  |  |  |
| Typed Title:  |  |  |
| Date: |  |  |
| Tel. no.:  |  |  |
| Typed Email address:  |  |  |
| Cell phone no.: |  |  |

Signatures above do not constitute a legal commitment on the part of either party to undertake the project herein described. Such commitment, if made, will be subject to a separate agreement.