Foundry Prize Competition Rules

Program summary: NSIN Foundry is a five-month startup studio that matches teams of entrepreneurs with DoD technologies developed in Government labs, Federally Funded Research and Development Centers (FFRDCs), and University Affiliated Research Centers (UARCs). During the cohort, teams assess the commercialization potential of the DoD technologies and determine if they can form a successful venture based on it. Successful teams create new startups, begin licensing the technologies from the labs, and pursue follow-on opportunities.

Prize Competition: NSIN will award cash prizes to the teams that demonstrate the strongest potential to commercialize a DoD technology to produce capabilities that will benefit the DoD and the private sector. The competition will be open to all and conducted in three rounds:

- First round: Select individual applicants admitted to the Foundry cohort. The individuals will form teams, and each team will be matched with a DoD technology.
- Second round: Down-select cohort teams to six finalists.
- Final round: Foundry Showcase event at the end of the cohort to select the winners.

Schedule:

- **Application period begins**: January 3, 2022
- **Q&A period**: Applicants can submit questions throughout the application process to foundry@nsin.us. In addition, there will be a series of information sessions:
    - o February 23, 2022
    - o March 2, 2022
    - o March 9, 2022
- **Application due date**: March 20, 2022
- **Participant selection announcement**: No later than April 1, 2022.

- **Foundry Cohort**: April 4 – September 14, 2022
- **Down-select**: September 3 – 7, 2022
- **Showcase Day**: September 14, 2022

Application process:

- All applicants are required to submit their applications through our [online form](#).
- NSIN will provide all eligible applicants with instructions for submitting a one-way video.
- Based on the information provided in the application form, resume, and one-way video, select applicants chosen for a virtual interview
- Successful applicants invited to join the cohort as participants
- Cohort participants will be formed into teams and matched with DoD technologies
- Teams will present the results of their research and plans for commercializing the DoD technology during the down-select week prior to the end of the cohort
- The top six teams invited to present at the Showcase event on the final day of the cohort

Eligibility requirements:

- There are no restrictions for application to the NSIN Foundry program. However, some DoD labs have restrictions on working with non-U.S. citizens. The NSIN Foundry program team will make every reasonable effort to match all accepted participants with an appropriate lab and technology.
- Applicants must be accepted into the Foundry program and complete the five-month cohort in order to present findings and be eligible for the prizes.

Evaluation criteria:

Evaluations during the down-select and showcase events follow this scoring rubric:

- **Problem-Solution Fit (30%):**
    - Has the company/team demonstrated evidence for a significant and clearly articulated need among its target customer(s)?
    - How well does the proposed solution address this need?
    - How disruptive is the potential of the proposed solution?
- **Market and Use Case Analysis (15%):**
    - How significant is the need in the market for the proposed product or service? (Can be DoD, private, and public sector)
    - How significant is the market opportunity? (Market size and trends)
- **Competitor Analysis (10%):**
    - How strong is the competitor analysis?
    - How well does the company/team differentiate from competitors?
- **Team/Founder Aptitude (20%):**
    - What is the level of confidence that the company/team can execute their plan?
    - Are the team members' current skill sets well utilized?
    - Has the company/team defined milestones to build out a team capable of successfully executing the plan?
    - Has the company/team identified talent gaps and plans to address them?
- **Technology Plan (15%):**
    - Does the company/team have a viable plan to transform the technology into a minimal viable product (MVP)?
    - How well is the future technical risk presented and addressed?
- **Go-to-Market Plan (10%):**
    - Has the company/team identified a clear pathway for bringing the product/service to market?
    - Has the company identified future product users and buyers?
    - Has the company/team identified viable funding sources?

Prize structure:

The $50,000 prize to be awarded as follows:

- **First place**: $20,000
- **Second place**: $10,000
- **Third through sixth places**: $5,000