

## Appendix 4 Permitted Use

The objectives of COMPANYNAME's McGovern Center Incubation Plan and its use of licensed space within the McGovern Center Incubator are for the Company to rapidly achieve independent operation either via:

1. Revenue from PRODUCTNAME unit sales and/or services
2. Attracting investment capital to the Company's PRODUCTTYPEr product development efforts, and/or
3. Sale of the company to a third party.

Toward that end Cornell and COMPANYNAME will pursue the following incubation plan:

- 1) Product Development
  - a. Build, test and validate a PROTOTYPE that can be used to provide FEASIBILITY DEMO (COMPANYNAME)
- 2) Management Team Development
  - a. Recruit consulting manufacturing engineer(s) (Cornell and COMPANYNAME)
  - b. Identify, recruit hire potential CBO/CEO candidates (Cornell and COMPANYNAME)
  - c. Financing permitting, hire CBO/CEO
- 3) Business Plan Development
  - a. Research, validate and scale the PRODUCTTYPE market, identify potential Market research/Sales Lead list (Cornell and COMPANYNAME)
- 4) Sales/Marketing
  - a. Identify PRODUCTTYPE potential clients (Cornell and COMPANYNAME)
  - b. Draft, Negotiate and Close Services Agreement with similar electronic component manufacturing company (COMPANYNAME)
- 5) Investor/Investment Development
  - a. Seek Angel investment for PRODUCTTYPE1 application (Cornell and COMPANYNAME)
  - b. Seek strategic development and/or marketing partners for PRODUCTTYPE2 application (Cornell and COMPANYNAME)
  - c. Seek additional SBIR for other applications as opportunities allow

Progress toward COMPANYNAME's Incubation Program goal will be monitored via:

- Regularly scheduled weekly meetings/teleconferences or videoconferences with the Director, McGovern Center, and
- Meetings/teleconferences or videoconferences with Center Executives in Residence and Volunteer Mentors, as assigned by the Director, McGovern Center, and
- Standard financial reports (i.e. balance sheet, income and cash flow statements, and capitalization table) from the company submitted on a monthly basis to the Director, McGovern Center