

# **Growth Opportunity for Software Businesses**

Technical, Public Relations, and Business Support  
for Emerging Software Businesses in  
Central Pennsylvania

An Initiative of the  
Software Productization Center  
at Millersville University



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at Millersville University

**Guidelines and Application Information  
Request for Qualifications**

**Spring 2012**

## **Purpose**

The mission of the Software Productization Center (SPC) at Millersville University is to provide emerging software businesses within the Central Pennsylvania region with assistance in advancing software products from concept to marketable product. The SPC will assist selected entrepreneurs or businesses with (1) the implementation of a working prototype of the software, (2) the development of business and marketing plans for the launching of the product, and (3) the branding and physical packaging of the product. The Center will accomplish this mission utilizing faculty expertise from the Computer Science, Business, Communication, and Art/Graphic Design disciplines, the assistance of student interns from various disciplines, and support from the SPC Advisory Board, which is composed of community business and non-profit leaders and technology experts. This document provides information regarding eligibility requirements, application procedures, and selection criteria related to this productization assistance.

## **Eligibility Requirements**

Eligible applicants will be entrepreneurs or businesses with revenue that comes (or will come) from selling software products. Applicants may fall into three categories:

- Individuals
- Startups (businesses with five or fewer employees which have existed for less than two years)
- Small businesses seeking to develop a new software product

Applicants must be located in one of the following Central Pennsylvania counties: Lancaster, Lebanon, Dauphin, Cumberland, York, or Berks.

## **Eligible Projects/Activities**

Eligible projects are restricted to software products that are intended to generate revenue and still in the conceptual or very early development stages. Projects that are intended to support the business, but that would not be a source of revenue for the business, are not eligible and will not be considered.

The SPC will collaborate with selected applicants to

- implement a working prototype of the software
- develop business and marketing plans for the launching of the product
- design branding and physical packaging of the product

The assistance provided by the SPC will be in the form of guidance, expertise, and labor. No funds will be directly provided to the selected applicants, and no payment will be solicited for these services. Once the collaboration with the SPC is complete, the applicant will be prepared to sell the software product, either by attempting to raise additional funds through existing companies or venture capitalists, or by directly selling to a customer base.

## **Selection Criteria**

The criteria used to review applications will include, but are not limited, to the following:

- Qualifications/experience/ability of proposed leadership team
- Potential for sustainability of business once launched
- Degree to which the proposed activity addresses a significant industry/market need or opportunity
- Potential for near-term commercial application in terms of job creation, capital investment or other identifiable economic activity
- Degree of innovation and originality of proposed software product
- Match of required assistance with SPC resources and skills

## **Application Process**

There is a two-stage application process. The first stage (Request for Qualifications) is a pre-proposal process where the SPC will consider the general qualifications of the applicant and a brief description of the proposed project. This is to be followed shortly thereafter by a solicitation of a full-length proposal (Request for Proposal) from those applicants deemed by SPC to warrant further consideration.

All entrepreneurs/businesses are invited to respond to the Request for Qualifications (RFQ). Applicants will be required to provide all requested information. (See attached application)

The SPC Steering Committee and Advisory Board will consider all responses to the RFQ and will select the applicants that best fit the mission and skills of the SPC. Selected candidates will be invited to submit a full proposal.

## **Application Deadlines and Submission**

All applications must be received by 4:00pm on April 2<sup>nd</sup>, 2012. Applications must be submitted by email to [spc@millersville.edu](mailto:spc@millersville.edu).

Please contact Dr. Stephanie Elzer at [spc@millersville.edu](mailto:spc@millersville.edu) or (717) 872-3470 with any questions regarding the application process.

## **Application Schedule**

<u>Date</u>	<u>Activity</u>
3/12/12	Guidelines/Application Packet distributed
4/2/12	Applications (Response to Request for Qualifications) due
4/5/12	Selected applicants invited to submit proposals
4/23/12	Proposals due (tentative)
TBA	Interview with top candidates
5/14/12	Notification letter(s), Participation Agreement documents sent to selected applicants (tentative)

## **Approval Process**

All applications will be reviewed by the Faculty Steering Committee and the Advisory Board of the Millersville University Software Productization Center, according to the selection criteria specified in this document. Applications will be ranked and the top applicants will be invited to submit a full proposal. Final project selection contingent on funding approval for the SPC for 2012.