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Request for Qualifications

(Millersville, PA, April 3) Looking for assistance in bringing a software business idea from concept to marketable product?

Now, individuals or young companies in South Central Pennsylvania seeking to build a marketable software product can turn to the Software Productization Center at Millersville University (SPC) for a unique economic development opportunity that will assist the growth of entrepreneurial software ideas into a prototype fit for venture capitalists or for the marketplace.

Applications for entrepreneurs interested in working with the SPC during Fall 2009 and Spring 2010 are available on the SPC website at www.millersville.edu/spc. The project selected for development can receive assistance with market research, technical implementation of a working prototype of the software, development of business and marketing plans for the product's launch, and branding and packaging design.

The SPC at Millersville provides emerging software businesses within the Central Pennsylvania region with assistance in advancing software products from concept to marketable product. Millersville University students and faculty from Computer Science, Art, Business, and Communication will offer expertise to help selected entrepreneurs or businesses move software ideas from concept to prototype.

Cruzcourt and Express Dynamics were the two successful companies selected for collaboration last year by reviewers from the SPC faculty steering committee and the community advisory board. These successful collaborations demonstrate the breadth of the expertise available through the SPC, including software development, graphic design and the ability to generate modern marketing tactics.

The application process consists of two stages. First, potential applicants must complete a Request for Qualification due Tuesday, May 12, 2009. The faculty steering committee and the SPC Community Advisory Board will select the top candidates to complete the second stage of the process, the Request for Proposals.

Eligible software concepts are those that are designed to generate revenue from sales of the software. Individuals, startup businesses with fewer than five employees in operation for less than two years, and small businesses from Lancaster, Lebanon, Dauphin, Cumberland, York and Berks counties seeking to develop a new software product are eligible to apply for assistance.

Interested applicants should visit the website for the Software Productization Center at Millersville University at: www.millersville.edu/spc to download application forms. Questions may be sent to via email to spc@millersville.edu.

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