KENYATTA UNIVERSITY

In an effort to enhance the achievement of Kenyatta University's Research, Innovation and Product Development mandate as outlined in the University Strategic and Vision Plan 2023-2027, the University has launched the 2025/2026 Vice-Chancellor's Research and Innovation Grant. The 2025/2026 Vice-Chancellor's Research and Innovation Grant will focus on product development and commercialization. We anticipate to award between 8-10 successful applicants.

Submit your concept notes using this application form:

<u>Applicant's Details:</u>

<table>
<tr><td>Name (Lead applicant)</td><td colspan="6"></td></tr>
<tr><td rowspan="3">If;</td><td colspan="3">Student (Indicate Admission number)</td><td colspan="3"></td></tr>
<tr><td colspan="3">Staff (Indicate PF/ID Number).</td><td colspan="3"></td></tr>
<tr><td colspan="3">Incubate at Chandaria indicate Number and name of innovation</td><td colspan="3"></td></tr>
<tr><td>School</td><td colspan="6"></td></tr>
<tr><td>Department</td><td colspan="6"></td></tr>
<tr><td>Section (Non-Teaching Staff)</td><td colspan="6"></td></tr>
<tr><td colspan="7">Other Project Team Members</td></tr>
<tr><td>Name</td><td>ID.No/ Pf. No</td><td>School</td><td>Department</td><td>Section</td><td>Incubate</td><td>Signature</td></tr>
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Section I: Application Form

1. Project Overview

Title: (*Provide a concise title for the idea or prototype of not more than 20 Words*)

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Summary: (*Briefly describe the product, its mechanism, and purpose in Not more than 200 words*)

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Development Stage: (*Elaborate which stage your product is or falls within the pathway to commercialization. Not more than 100 words*)

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2. Market Assessment

Target Market: (*Describe the target audience (e.g., industries, consumers, specific demographics). What is the estimated market size or potential customer base? Not more than 100 words*)

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Market Needs and Problem Statement: *(What specific problem your product address? How critical is this problem for the target market? Not more than 100 words)*

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Market Trends and Opportunities: *Outline any market trends or emerging opportunities that the product could capitalize on. Not more than 100 words)*

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3. Product Evaluation

Innovation and Differentiation *List current product competitors or alternatives in the market and outline the competitive advantages of your product? Not more than 100 words)*

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Feasibility and Technical Readiness: *(Does the product work as intended? What modifications or adjustments are required for scaling? Not more than 100 words)*

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Intellectual Property (IP) Considerations: *Is there any intellectual property related to the product? If no are you willing to pursue an IP protection with KU, Not more than 100 words)*

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Section II: Evaluation Criteria

4. Commercialization Potential

Business Model*: (What is the proposed business model (e.g. direct sales, subscription, licensing)? How will the product generate revenue? Not more than 500 characters)*

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***Cost and Pricing Strategy**: (What are the estimated production costs and pricing relative to competitors? Not more than 500 characters)* …………………………………………………………………………………………………… …………………………………………………………………………………………………… …………………………………………………………………………………………………… ……………………………………………………………………………………………………
***Scalability and Growth Potential**: (How scalable is the product? Can it be adapted to other markets or customer segments? Not more than 500 characters)* …………………………………………………………………………………………………… …………………………………………………………………………………………………… …………………………………………………………………………………………………… ……………………………………………………………………………………………………
***Revenue Forecast**: (Provide a high-level revenue forecast for the next 1-3 years. What factors will drive or hinder revenue generation? Not more than 500 characters)* …………………………………………………………………………………………………… …………………………………………………………………………………………………… …………………………………………………………………………………………………… ……………………………………………………………………………………………………
5. Go-To-Market Strategy
***Marketing and Sales Strategy**: (Outline the strategies to reach the target market. What channels will be used? Not more than 500 characters)* …………………………………………………………………………………………………… …………………………………………………………………………………………………… …………………………………………………………………………………………………… ………………………………………………………………………………………………….....
***Distribution and Delivery**: ((How will the product be distributed? What are the logistics and operational requirements? Not more than 500 characters)* …………………………………………………………………………………………………… …………………………………………………………………………………………………… …………………………………………………………………………………………………… ………………………………………………………………………………………………….....
***Partnerships and Collaborations** :(Identify strategic partnerships or collaborations necessary for commercialization. Not more than 500 characters)* …………………………………………………………………………………………………… …………………………………………………………………………………………………… …………………………………………………………………………………………………… ………………………………………………………………………………………………….....
***6.* Financial Considerations**
***Funding Requirements**: (How much funding is required to move the idea/prototype toward commercialization? What are the key funding milestones? Not more than 500 characters)* …………………………………………………………………………………………………… …………………………………………………………………………………………………… …………………………………………………………………………………………………… ………………………………………………………………………………………………….....
***Cost to Market**: (Estimate costs involved in marketing, production, and scaling. Not more than 500 characters)*

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***Profitability Timeline**: (What is the expected timeline to break even and become profitable? Not more than 500 characters)* …… …… …… ……
7. Risk Assessment
***Key Risks:** (Identify and assess potential risks involved (e.g., market acceptance, regulatory, technical, Not more than 500 characters)* …… …… …… ……
***Mitigation Strategies:** (How will these risks be mitigated or managed? Not more than 500 characters)* …… …… …… ……
8. Conclusion and Recommendations
***Readiness for Commercialization**: (Is the idea/prototype ready for commercialization? What additional work is needed? Not more than 500 characters)* …… …… …… ……
***Next Steps: (**Outline immediate next steps and timeline for commercialization. Not more than 500 characters)* …… …… …… ……