



UNIVERSITY OF  
MARYLAND

## TECHNOLOGY ADVANCEMENT PROGRAM

### **-The First Step to Applying to TAP-**

The University of Maryland, through its Technology Advancement Program (TAP), offers comprehensive services, resources and infrastructure to incubate early-stage technical companies. Companies seeking admission into TAP are required to follow an admission process that includes technical and business analysis. The first step of this process is submitting a concise **Executive Summary** to TAP's management. Provided below is guidance for preparing such a summary as well as submission instructions.

### **-The Next Step-**

Upon receiving and reviewing Executive Summaries, TAP's management will contact prospective applicants to convey questions and feedback as well as to discuss other appropriate next steps. TAP's management may request face-to-face meetings or teleconferences with prospective applicants as well.

### **-How to Write an Executive Summary-**

An Executive Summary is a brief (2 pages max, single spaced) document that answers key technical and business questions:

- What is the new product or service contemplated by your business? What will you sell? What technology is the basis for your product or service?
- What is your target customer market? How will your proposed product or service be competitively unique? Why will customers be compelled to purchase your product or service?
- How do you propose to commercialize your innovation? Licensing? Product sales? Service sales? Subscriptions?

- What is your rough timeline to reach commercialization? Will proprietary intellectual property likely be created?
- What amount of outside funds do you believe you need to reach commercialization and then grow your business? From what sources do you plan to seek funding? What funding have you received so far?
- Who are the principals of your business? How do you expect to expand your management team over time?
- What are the key milestones your business has achieved so far?
- The TAP program can assist member companies in a number of ways, including facilities, fundraising, technical problem solving, and business strategy. What types of assistance do you most need from TAP and the University of Maryland?

### **-Submitting Your Executive Summary-**

You may submit your Executive Summary by mail, facsimile or via e-mail:

#### **Mailing Address:**

Office of the Director  
Technology Advancement Program  
University of Maryland  
387 Technology Drive, Room 1105  
College Park, MD 20742

#### **Facsimile:**

Office of the Director  
Subject: Executive Summary  
Facsimile Number: 301-226-5378

#### **E-mail:**

Office of the Director  
Subject: Executive Summary  
E-mail Address: [tap-admissions@umd.edu](mailto:tap-admissions@umd.edu)  
Note: Please e-mail your Executive Summary as a PDF attachment ONLY!