



# **Notice of Funding Opportunity (NOFO)**

## **Montgomery County, Maryland Technology Innovation Fund**

**Applications Open:  
December 10, 2024 – 5 p.m. January 31, 2025**

**[Application Link](#)**

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## Introduction

The **Montgomery County, MD Technology Innovation Fund** supports small technology companies with proprietary technology with funding for commercialization projects which advance their business toward the market and business success. This fund offers up to **\$200,000 per grant awardee**.

## Who Can Apply

An early-stage to growth-stage Montgomery County, MD- based business with proprietary technology meeting the Eligibility Criteria below that has identified a commercialization project which will advance the company’s business growth and lead to future job growth in Montgomery County.

## How to Apply

To apply for Montgomery County, MD Technology Innovation Fund, please visit <https://www.fedtech.io/accelerators/mcg>. Please note that the application process requires specific documentation and is estimated to take approximately 1–2 hours if all necessary materials are prepared in advance. We recommend planning your time accordingly. Late submissions will not be accepted.

# Eligibility Requirements

Company must be:

- Operating in one of the following Montgomery County target industries:
  - Advanced Manufacturing
  - Advanced Technology
  - Aerospace
  - Agriculture Technology
  - Artificial Intelligence
  - Cybersecurity
  - Energy and Environment
  - Finance
  - Healthtech
  - Hospitality Tech
  - Information Technology
  - IoT
  - Life Sciences (e.g. biohealth, biologics, cell and gene therapy, diagnostics, medical devices/technology, vaccines)
  - Quantum
  - UrbanTech
- Currently developing an innovative and proprietary technology with commercialization potential.
- Able to show the business has raised at least \$100,000 but no more than \$5M through investment, debt, grants, or revenue.
- Employing at least one full-time employee and no more than twenty full-time employees.
- A for-profit Maryland-based LLC, S-Corp, or C-Corp company, located in Montgomery County, MD, with its location defined as:
  - Headquartered in Montgomery County, MD with 51% or more of senior management, administrative and strategic operations performed within Montgomery County, MD; OR
  - With 51% or more of the company's Research and Development conducted in Montgomery County, MD.
- In good standing with the federal government and the State of Maryland, including holding a valid Maryland business registration number and a valid federal tax ID number.
- Located in Montgomery County, MD as defined above as of October 31, 2024.
- At least three months old and no older than ten years as of January 31, 2025 (based on the date of the company's formation).
- Able to demonstrate how the successful completion of the proposed commercialization project will significantly advance the company's market potential leading to future job growth in Montgomery County, Maryland.
- A project completion timeline of eighteen months or less.

**NOTE:** These funds are not available to professional services-only or retail-only businesses.

## How Can the Funds Be Used?

These funds are intended to support technology commercialization projects which are key to accelerating the applicant company's growth in Montgomery County, Maryland. Therefore, award applicants should identify projects with specific milestones which can be achieved within an eighteen-month period and demonstrate how achieving these milestones will advance the business' technology commercialization and business growth. The amount of funding requested must be supported by a line-item budget detailing the proposed use of funds awarded.

Potential uses of this funding include:

- Commercialization Plan Development
- Customer Discovery
- Engineering Design
- Expanding Product Features
- Go-to-Market Strategy
- Information Technology (IT) hardware
- Legal advice related to governance, contracts, Intellectual Property (IP)
- Machinery and equipment purchase or lease
- Manufacturing Production Runs
- Marketing Plan Development
- Pricing Study
- Product Launch
- Prototype Development
- Regulatory Plan
- Reimbursement Plan
- Research and Development
- Validation / Piloting
- Personnel directly related to the commercialization project (up to 50% of the total project cost with salaries aligned with market standards and reasonable compensation for the level of effort and time and expertise allocation documented showing direct contribution to the project).

## Funds May Not Be Used For:

- Food and Beverage
- Hospitality
- Overhead
- More than 50% of the project's total personnel budget
- Travel/Accommodations

**NOTE:** Applicants may use the award for a project greater than the permitted award amount, if they can demonstrate that they have matching funds committed by others to complete the project.

## Examples of Potential Technology Innovation Fund Commercialization Milestones

The Technology Innovation Fund is focused on helping companies with proprietary technology, advance their products/services to the market. Key milestones could include:

### Commercialization and Growth Milestones

- Initial Sales or Licensing Deals: Begin generating revenue through sales or licensing agreements.
- Scalability and Expansion: Demonstrate the ability to scale the technology in larger markets.
- Strategic Partnerships: Build partnerships for distribution, co-marketing, or further development.

### Funding and Financial Milestones

- Cost Modeling: Develop a detailed cost model, including production and operational expenses.
- Grant or Seed Funding: Secure initial funding through grants, angel investors, or early-stage venture capital.
- Revenue Projections: Build and refine revenue models based on customer feedback and market research.

### Go-To-Market (GTM) Strategy Milestones

- Distribution Channel Setup: Establish sales or distribution channels.
- Pricing Strategy Development: Finalize a pricing model that aligns with market demand and costs.
- Sales Strategy and Pilot Sales: Implement a sales strategy, initiate pilot sales, and secure first paying customers if possible.

### Intellectual Property (IP) Milestones

- Freedom to Operate (FTO) Assessment: Conduct a study to ensure there are no IP barriers in targeted markets.
- IP Portfolio Development: Develop a portfolio strategy to enhance technology's defensibility and valuation.
- Patent Filing: If applicable, file for additional patents or other IP protection to safeguard unique aspects of the technology.

### Market and Customer Discovery Milestones

- Customer Discovery and Validation: Engage with potential customers to validate the problem and value proposition.
- Early Adopter Engagement: Secure initial interest or commitments from early adopters for testing or feedback.
- Target Market Definition: Identify and define the target market segments and their specific needs.

### Regulatory and Compliance Milestones

- Identify Regulatory Requirements: Research necessary certifications, approvals, or compliance standards.
- Obtain Certifications/Approvals: Pursue and achieve necessary regulatory milestones, such as FDA approval (for medical devices) or cybersecurity certifications.

### Research and Development (R&D) Milestones

- Proof of Concept: Demonstrate that core technology works in a controlled environment.
- Prototype Development: Develop a working prototype to showcase the technology's functionality.
- Testing and Validation: Conduct rigorous testing to validate the technology's feasibility, performance, and reliability.

### Technical and Product Development Milestones

- Minimum Viable Product (MVP): Create an MVP to test with initial users.
- Product Refinement: Incorporate feedback from initial tests to improve the product.
- Scalability Testing: Validate the technology's performance at different scales to ensure readiness for broader use.

## **Evaluation Process**

To ensure a fair and unbiased review process, applications will be evaluated by [FedTech](#), an independent third-party organization with expertise in evaluating commercialization projects, supporting commercialization activities, and connecting innovative technologies to commercial markets. Funds will be awarded on a competitive basis. Submission of an application does not guarantee funding. Awards are contingent upon the evaluation of proposals against program criteria and the availability of funds.

## Evaluation Criteria

- Applicants meet all eligibility requirements.
- The project proposal clearly describes the proposed milestones and how achieving these milestones will advance the business' growth toward the market.
- The potential of the successful completion of the project to help the company fill a demonstrated need in the market.
- The proposed budget is clearly articulated and reflects an efficient use of funds.
- Successful completion of the project is likely to lead to job growth in Montgomery County, MD.
- The proposed project timeline.
- The proposed impact of the award funding will advance the technology toward commercialization and future job growth in Montgomery County, MD.
- The applicant has a qualified team in place for this project.
- The applicant has identified potential technical risks, regulatory and other challenges.
- The applicant has identified its competition and has a strong go-to-market strategy.

## Disbursement of Funds

Funding will be disbursed in two tranches:

### Tranche A

50% upon notification of award and successful completion of:

1. A one-hour assessment and technical assistance session from FedTech to enhance potential progress,
2. Registration in Montgomery County, Maryland Central Vendor Registration System (CVRS), and
3. A signed grant agreement with Montgomery County.

### Tranche B

Remaining 50% upon:

1. Completion of the project within eighteen months from the date of Tranche A funds disbursement,
2. Completion of second one-hour assessment and technical assistance session by FedTech, and
3. Completed report as required with grant Agreement.

# Performance Reporting Requirements

Award recipients will be required to provide regular updates, a final report, and two follow-up reports. These reports should include supporting documentation (e.g., invoices, payroll statements, marketing or product launch materials, patent filings or regulatory submission receipts). Requirements include:

## Semi-Annual Progress Reports

- Milestone Updates: Progress toward stated objectives.
- Use of Funds: Breakdown of expenditures by category.
- Challenges and Risks: Issues encountered and mitigation strategies.

## Final Report

- Project Outcomes: A summary of achieved goals (e.g., prototypes completed, customers acquired).
- Economic Impact: Revenue or investment growth, jobs created, or cost savings realized.
- Impact Metrics: Quantified results such as ROI, IP filings, partnerships or customers obtained, or follow-on funding secured.
- Lessons Learned: Insights into what worked well and any challenges.

## Post-Award Reporting

- Follow-up reports (1- and 2-years post-award) to track long-term impact (e.g. job, revenue or investment growth, new product sales or progress thru regulatory process).

# General Provisions

## **Right to Modify or Cancel**

Montgomery County, Maryland government (MCG), Montgomery County Economic Development Corporation (MCEDC), and FedTech reserve the right to amend, modify, or cancel this Notice of Funding Opportunity (NOFO) at any time and for any reason, without prior notice. This includes, but is not limited to, changes to timelines, eligibility requirements, award amounts, and review processes.

## **No Guarantee of Funding**

Submission of an application does not guarantee funding. Funds will be awarded on a competitive basis. Submission of an application, regardless of the quality of the application, does not guarantee funding, as awards are contingent upon the evaluation of proposals against program criteria and the availability of funds.

**Application Rejection**

MCG, MCEDC, and FedTech reserve the right to reject any application that does not meet the stated eligibility criteria, is incomplete, or is submitted after the specified deadline, without providing further explanation.

**Confidentiality and Public Records**

Applications and associated materials submitted under this NOFO document are subject to applicable public records laws and may be disclosed upon request unless otherwise exempt by law. Applicants should not include proprietary or confidential information unless explicitly requested.

**Indemnification**

By submitting an application, the applicant agrees to indemnify, defend, and hold harmless MCG and MCEDC, and FedTech, their officers, employees, and agents from and against any and all claims, damages, losses, and expenses arising out of or in connection with the applicant's participation in this funding opportunity.

**Conflict of Interest Disclaimer**

Applicants must disclose any existing or potential conflicts of interest that could affect the impartiality of the application review process. MCG and MCEDC and FedTech reserve the right to disqualify applications with unresolved conflicts.

**Fraud and Misrepresentation**

Any fraudulent statements or misrepresentations in the application or during the grant period will result in immediate disqualification and potential legal action.

**Compliance with Laws**

Applicants and awardees must comply with all applicable federal, state, and local laws, regulations, and ordinances. Failure to do so may result in termination of funding and potential legal consequences.

**No Liability for Application Expenses**

MCG, MCEDC, and FedTech are not responsible for any costs incurred by applicants in the preparation or submission of applications, or in the negotiation and execution of grant agreements.

**Force Majeure**

MCG, MCEDC, and FedTech shall not be held liable for any delay or failure in performance under this NOFO document caused by acts of God, government actions, pandemics, or other events beyond reasonable control.

## Limitation of Liability

Under no circumstances shall MCG, MCEDC, or FedTech be held liable for indirect, incidental, or consequential damages arising from participation in this NOFO or receipt of funding.

## Miscellaneous

- Companies may apply either to the Technology Innovation Fund or to the Founders Fund but not to both. (If uncertain about eligibility requirements and/or which fund they should consider please contact: [MontCtyMD@fedtech.io](mailto:MontCtyMD@fedtech.io).)
- Companies may apply for only one project per business entity.
- Awardees will be notified during Q2 of 2025.
- **Questions?** Email: [MontCtyMD@fedtech.io](mailto:MontCtyMD@fedtech.io)

## Amendment Notices

12/18/2024

- **Evaluation Criteria Section**
  - Added “Applicants meet all eligibility requirements.”
  - Removed “The applicant has successfully raised funds (investment, grants, revenue, debt) previously.”
  - Removed “The applicant has demonstrated that the technology it is advancing to the market is proprietary.”
    - *These criterion were removed because the ability to raise funds and proprietary technology is more appropriately addressed under "Eligibility Requirements" rather than "Evaluation Criteria." The "Evaluation Criteria" section focuses on assessing the merits of the commercialization project itself.*
  - Added The proposed impact of the award funding “will advance the technology toward commercialization and future job growth in Montgomery County, MD.” To the “proposed impact of the award funding” criterion.
- Added “debt” to “able to show the business has raised at least \$100,000 but no more than \$5M through investment, debt, grants, or revenue.”



**MONTGOMERY COUNTY**  
ECONOMIC DEVELOPMENT  
CORPORATION **MARYLAND**



**12/18/2024**