

## **AI Innovation Challenge Execution Proposal Template Instructions**

The following is a template for the “AI Innovation Challenge Execution Proposal”. Administrator Applicants must use this template to demonstrate their expertise in developing and executing the AI Innovation Challenge (“AI Challenge”) which includes managing sub-grant awards to AI Challenge winners, as well as addressing the criteria in the [Administrator Applicant Scoring Matrix](#).

Proposals will be evaluated based on four (4) Scoring Criteria, as follows:

- **Scoring Criteria 1: Sector Focus (maximum 10 points)**
- **Scoring Criteria 2: AI Challenge Structure and Programming (maximum 45 points)**
- **Scoring Criteria 3: Selection and Management of Sub-Grants (maximum 25 points)**
- **Scoring Criteria 4: Project Execution (maximum 20 points)**

Please follow the steps below to ensure accurate submissions:

- 1) **Review the [Eligibility Snapshot](#) for details regarding the AI Challenge’s Scope, Format and Eligible AI Technologies.**
- 2) **Review the [Administrator Applicant Scoring Matrix](#) to understand how scoring ranks are determined.**
- 3) **Complete the questions below in detail, providing evidence where applicable.**

## **AI Innovation Challenge Execution Proposal Template**

- **Scoring Criteria 1: Sector Focus (maximum 10 points)**

*This section evaluates the Administrator Applicant's technical and non-technical capabilities in Artificial Intelligence (AI).*

Please review "I. Sector Focus" in the [Administrator Applicant Scoring Matrix](#) which provides definitions for each Technical and Non-technical sub-category, then:

- Outline the Administrator Applicant's Technical expertise in AI by listing any relevant sub-categories from the Scoring Matrix and providing justification for how the Applicant meets the criteria:

- Outline the Administrator Applicant's Non-Technical expertise in AI by listing any relevant sub-categories from the Scoring Matrix and providing justification for how the Applicant meets the criteria:

- Please note any additional documentation that was uploaded in the application to address the Administrator Applicant's experience regarding "Sector Focus". Examples include but are not limited to (project portfolios, relevant events, partnerships portfolio):

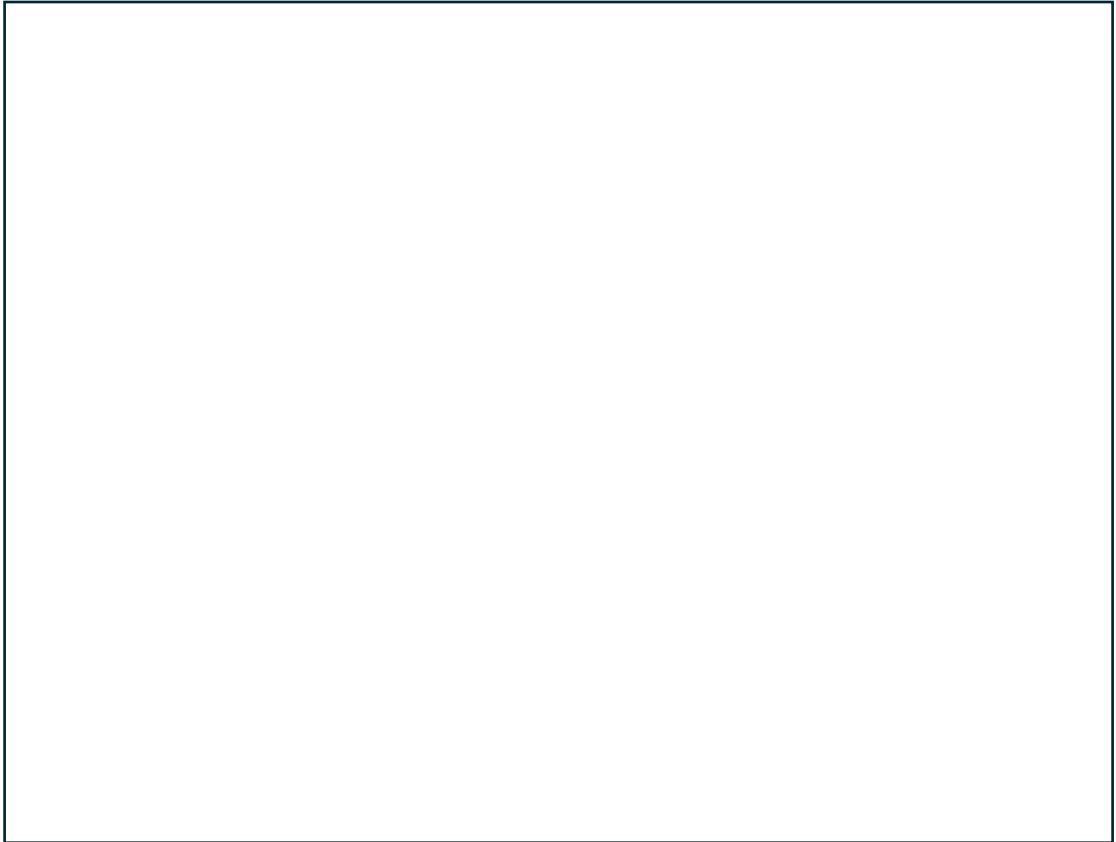
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- **Scoring Criteria 2: AI Challenge Structure and Programming (maximum 45 points)**

*This section evaluates the Administrator Applicant's demonstrated ability to develop and execute the AI Challenge.*

Please review "II. AI Challenge Structure and Programming" in the [Administrator Applicant Scoring Matrix](#) while completing this section.

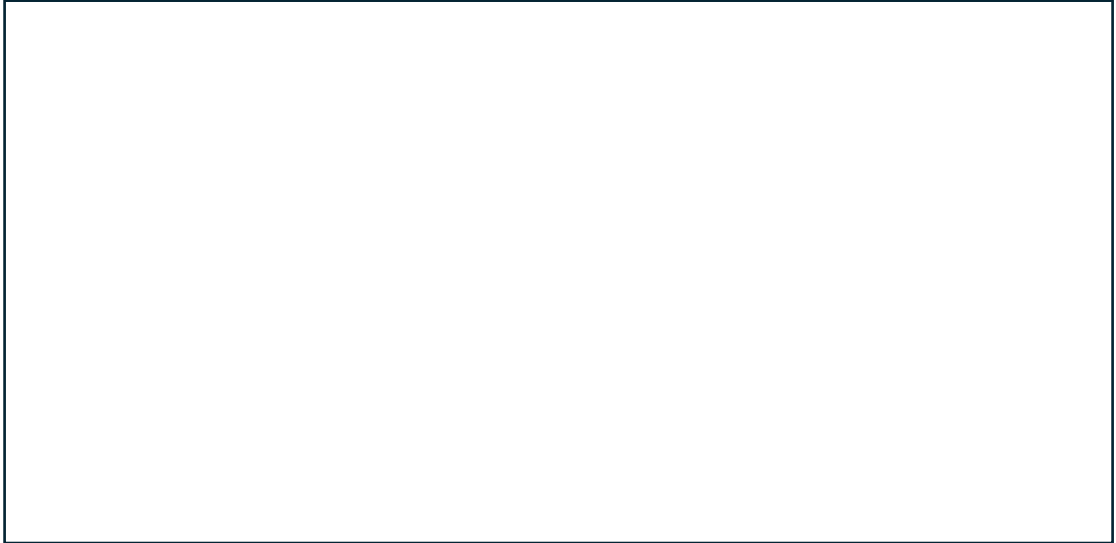
- Provide a plan for the AI Challenge's programming which includes the components listed below, and demonstrate how these components will maximize participant engagement and achievement of the AI Challenge's scope:
  - Format (virtual/in-person/hybrid) of the Initial Competitive Event, Virtual Showcase, and Demo Day Event, with any in-person components hosted in New Jersey
  - Planned activities
  - Participant journey (steps outlining management process of participant's journey from initial application to winning a sub-grant award and beyond)
  - Website to host virtual components of the AI Challenge
  - Communication method(s) to respond to participants' inquiries
  - *(If applicable)* five (5) bonus points available if Administrator Applicant demonstrates prior experience in organizing Demo Day/Showcase or similar events to publicly present winners of competitive programs



- Detail the Administrator Applicant's network of subject matter experts/partners/mentors to offer advisory support to **AI Challenge winners** along with an engagement strategy for obtaining new subject matter experts/partners/mentors:



- Outline a plan to provide in-kind services to AI Challenge participants (such as cloud infrastructure, APIs, or relevant software tools) to enable project development and testing:

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- Provide examples of potential AI Challenge participants. Identify sources for these potential participants. Explain methods to attract qualified participants and market the AI Challenge overall:

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- The selected Administrator is expected to ensure participants understand their rights and obligations regarding Intellectual Property (IP) when developing and sharing their software solutions. **The Administrator will not be responsible for helping participants secure IP.**

Describe the Administrator Applicant's strategy to ensure AI Challenge participants understand their rights and obligations regarding IP:

- Please note any additional documentation that was uploaded in the application to address the Administrator Applicant's experience regarding "AI Challenge Structure and Programming". Examples include but are not limited to (impact assessment reports, engagement metrics, in-kind services portfolio).

- **Scoring Criteria 3: Selection and Management of Sub-Grants (maximum 25 points)**

*This section evaluates the Administrator Applicant's demonstrated ability to select and manage sub-grant awards for AI Challenge winners.*

Please review "III. Selection and Management of Sub-Grants" in the [Administrator Applicant Scoring Matrix](#) while completing this section.

In addition to the selected Administrator's scoring criteria, established early-stage Companies and Teams of individuals qualifying as AI Challenge winners must also meet NJEDA's eligibility criteria. The selected Administrator shall include NJEDA's non-discretionary eligibility criteria while initially screening AI Challenge participants. During the AI Challenge, the Administrator's judging panel shall select winners using scoring criteria developed by the Administrator, which must incorporate NJEDA's discretionary eligibility criteria. Please see below for a breakdown:

- **NJEDA's non-discretionary eligibility criteria for AI Challenge winners:**
  - Be registered to do business and have a valid tax clearance certificate from NJ Division of Taxation, or obtain within 30 days of award notice, prior to receiving sub-grant award from Administrator
  - Consist of at least 3 individuals contributing to the product development, including a team lead, and at least 1 member with technical expertise in AI and/or related fields
  - Minimum of 50% of the individuals as NJ residents (for Teams of individuals) OR minimum of 50% of the company's full-time workforce working or paying taxes in NJ (for early-stage Companies). Full-time workforce must be verified via NJWR30 or Registered PEO letter, or other forms of documentation, such as Forms 1099, W2, K1, job descriptions and offer letters.
  - Must have no more than 224 employees (for early-stage Companies).
  - Identify a base of operations in NJ post-Demo Day Event.
- **NJEDA's discretionary eligibility criteria for AI Challenge winners:**
  - Create an AI-based software solution consistent with NJEDA's defined AI technologies and addressing the AI Challenge's scope
  - Demonstrate ability to further develop the prototype on time and on budget by: providing a detailed plan and timeline demonstrating readiness to develop an MVP that is financially viable by the Demo Day Event
  - Commit to working on the AI-based software solution until successful milestone completion as outlined in Administrator's sub-grant agreement

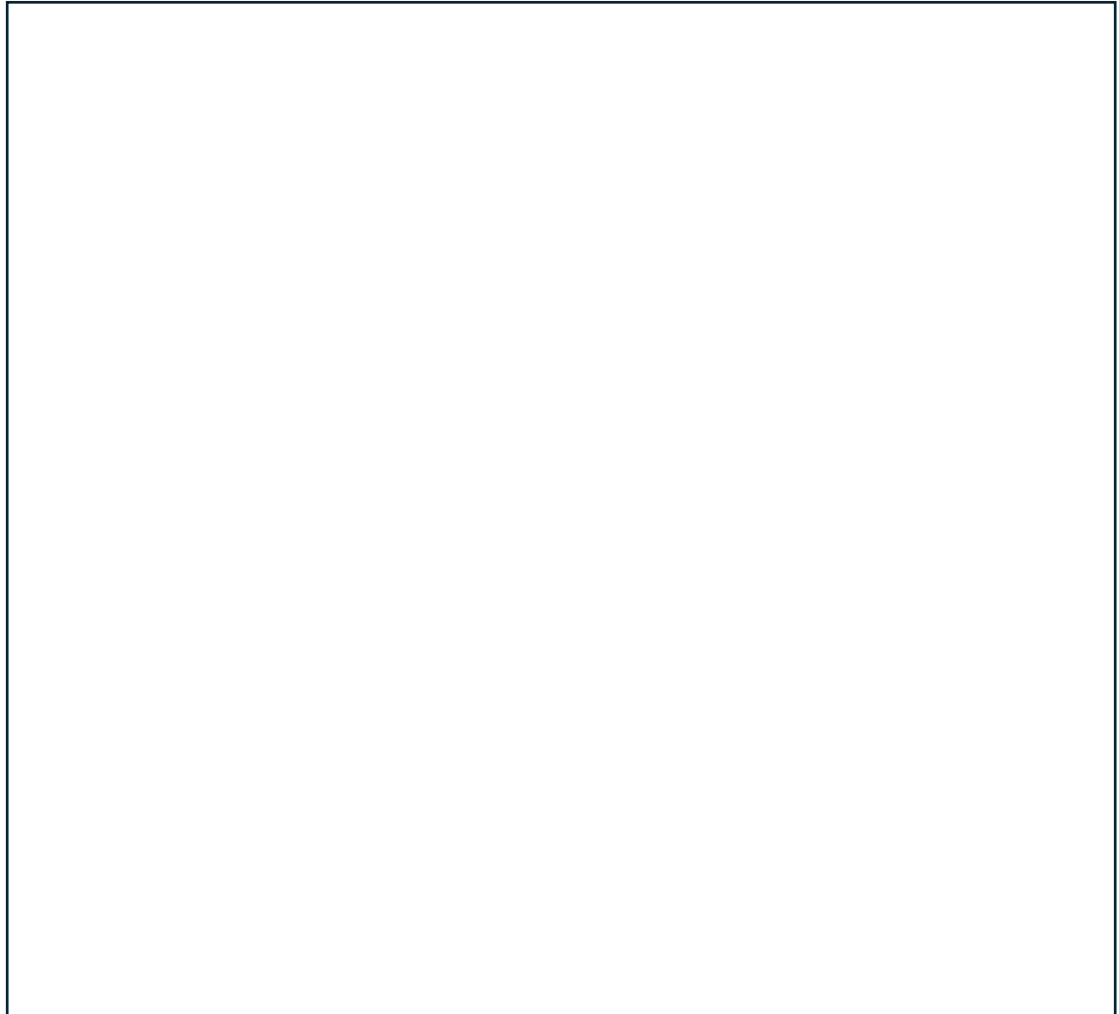
- Based on the information provided above, outline the scoring criteria that the



Administrator Applicant will use to evaluate and select AI Challenge winners. Explain how the Administrator Applicant will ensure consistency with:

- AI Challenge's [scope](#)
- NJEDA's defined [AI Technologies](#)
- Prototype viability including functionality, scalability, and implementation feasibility
- Readiness to develop an MVP on time and on budget by Demo Day Event
- Commitment to working on AI-based software solutions until successful milestone completion

- The selected Administrator is responsible for establishing a panel of judges to review and select AI Challenge winners. Please answer the following questions to describe the anticipated panel of judges and evaluation process:
  - Names, titles, relevant expertise (AI-domain specific/SMEs in AI Challenge scope)
  - Describe the panel's evaluation process
  - Describe how the following would be ensured:
    - Fairness and impartiality
    - Active engagement of judges



- The selected Administrator is responsible for disbursing and managing sub-grant awards to AI Challenge winners. Please outline the plan for disbursing/managing sub-grant awards by answering the following questions:
  - How will the Administrator track AI Challenge winners' progress against milestones?
  - How will the Administrator ensure AI Challenge winners' compliance with Administrator/NJEDA's reporting requirements?
  - Describe the frequency and format of post-Demo Day check-ins with AI

Challenge winners for the term of NJEDA's grant agreement

- The Administrator is responsible for maintaining transparency through a virtual, public project dashboard. Describe the plan for executing this.

- Please note any additional documentation that was uploaded in the application to address the Administrator Applicant's experience regarding "Selection and Management of Sub-Grants". Examples include but are not limited to (sample scoring matrix, sample judging panel, milestone tracker).

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- **Scoring Criteria 4: Project Execution (maximum 20 points)**

*This section evaluates the Administrator Applicant's demonstrated ability to execute the AI Challenge on time and on budget.*

Please review "IV. Project Execution" in the [Administrator Applicant Scoring Matrix](#) while completing this section.

The selected Administrator is responsible for fully executing the AI Challenge within a maximum of 4 months. To "fully execute" means the AI Challenge would include the components below (please refer to the [Eligibility Snapshot](#) for definitions).

- Launch of Initial Competitive Event including Virtual Showcase
- Selection of AI Challenge Winners
- Administration of sub-grant awards to AI Challenge Winners
- Production of Demo Day Event
- Further selection and announcement of AI Challenge winners at the end of Demo Day Event

**Note:** after the AI Challenge components outlined above are "fully executed", the selected Administrator is responsible for continuing engagement with the AI Challenge winners for one (1) year after receipt of the final disbursement from NJEDA. The Administrator is responsible for providing support for pilot demonstration or commercialization of the AI-based software solutions to AI Challenge winners during this period.

- Based on the explanation above, please provide a timeline demonstrating the Administrator Applicant's plan to fully execute the AI Challenge within a maximum of 4 months:

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- Explain the Administrator Applicant’s financial ability to execute their plan for the AI Challenge and manage sub-grant awards, including but not limited to:
  - A detailed budget breakdown outlining all costs clearly
  - Strategies for managing cost overruns

- Detail the Administrator Applicant's experience managing grants or funds on behalf of another organization, if any?

- Provide background information regarding the Administrator Applicant's team including but not limited to:
  - Number of employees
  - Profile of employees (name, title, experience, LinkedIn profile URL)
  - Employees expected to execute AI Challenge/manage sub-grant awards:
    - Number of employees
    - Profile of employees (name, title, experience, LinkedIn profile URL)

- Detail the Administrator Applicant's geographical area (city, state or region) of expertise:

- Please note any additional documentation that was uploaded in the application to address the Administrator Applicant's experience regarding "Project Execution". Examples include but are not limited to (timeline for AI Challenge execution, budget for AI Challenge execution, team profiles).