

REQUEST FOR APPLICATIONS (RFA)

Maryland Innovation Initiative (MII) Technology Assessment Grant Application Guidelines

Purpose:

The Maryland Innovation Initiative (“MII”) Innovation Commercialization Program (the “Program”) was created to foster the transition of promising technologies having significant commercial potential from Qualifying Universities (defined below), where they were discovered, to the commercial sector, where they can be developed into products and services that meet identified market needs. Specifically, it is the intent of the Program to foster the commercialization of such technologies through technical validation, market assessment, and the creation of start-up companies in Maryland. A “Start-up” is a company reliant on technology licensed from a Qualified Universities for commencement of its operations. It is also the intent of the Program to foster collaborations within and among various research institutions and departments in the State.

The Program is divided into two phases, a Technology Assessment Phase for Qualified Universities, and a Company Formation Phase for Start-ups. This document outlines the details of the Technology Assessment Phase. The Company Formation [Phase](#) is outlined in a separate document.

Eligibility:

To be eligible for the Technology Assessment phase, the applicant must be a full-time faculty member at a collaborating research institution which includes:

- Johns Hopkins University
- Morgan State University
- University of Maryland, Baltimore
- University of Maryland, Baltimore County
- University of Maryland, College Park

Applications must be directed toward the commercialization of a technology or group of technologies: owned by a Qualifying University; disclosed to a Qualifying University’s technology transfer office (TTO); and for which there exists appropriate intellectual property protection (a “Technology”).

Funding Amount:

Subject to meeting the Program requirements, an award of up to \$115,000 may be made for a project at a single Qualifying University (a “Sole Application”).

A Joint award totaling up to \$165,000, as described below, may be made to two or more Qualifying Universities submitting a joint proposal directed toward:

1. The joint commercialization of Technologies existing at more than one of the applicants Qualifying Universities (i.e., complementary Technologies that can be licensed together); or
2. Commercialization activities that would take place at more than one Qualifying University, in which case at least two of the Qualifying University Applicants must each be budgeted to receive a minimum of 25% of any Program award (a “Joint Application”).

Project funding will be subject to the successful completion of several project milestones. Applicants should be aware that project funding can be terminated at any point during the project if early project data suggests that the technology will not be sufficient for the intended commercial application or if the project is not reasonably progressing as originally proposed.

Overview and Program Description:

MII Technology Assessment award is a 9-month project with two major deliverables: a Technology Validation report and a Commercialization Plan that are comprised of two separate work plans and two separate corresponding budgets. An overview of each deliverable is described in the following sub-sections.

- Technology Assessment
 - The “Technology Assessment” report builds on strong preliminary data demonstrating the utility of a Technology for a specific commercial application beyond the scope of basic research. Furthermore, the Technology must have appropriate intellectual property protection (including copyright or trademark) secured by the applicant institution.
 - *Up to \$10,000 of the Technology Validation budget may be allocated by a Qualifying University TTO to pay for patent expenses related to the Technology, which are incurred during or prior to the Technology Assessment Project.*
 - **A five-page final report will be the deliverable for this component of the Technology Assessment project.**
- Commercialization Plan
 - The “Commercialization Plan” is a document that comprehensively outlines specific steps which must be taken to complete the development of a product and its distribution to customers that may include its manufacture, regulatory approvals, etc...
 - *The purpose of the Commercialization Plan is to identify and resolve high risk portions of a commercialization pathway and/or business model.*

- **A final Commercialization Plan document will be the deliverable due along with the final report upon completion of the Technology Assessment award.**

How to apply:

1. Meet your Site Miner

Site Miners are individuals selected by the Qualifying Universities to assist faculty and start-ups in the process of submitting a strong, business-oriented application focused on commercialization. These individuals work as liaisons between the applicant and the MII program by providing valuable input and feedback prior to submission of an MII application.

- **The MII program requires each applicant to engage with a Site Miner, a minimum of one month prior to application submission. Involving a Site Miner early in the application process increases an applicant's odds of success.**
- Every application must include a current, dated letter of support, signed by a Site Miner, in order to meet compliance requirements. (Visit the [MII web page](#), under "Site Miners" for the letter of support template.)
- The Site Miners are entrusted with the task of presenting the application and responding to initial reviewer concerns during the final review session.

If you do not know your Site Miner's name, please email MII@tedcomd.com for assistance or speak with your respective Institution's technology commercialization office.

2. Draft your application

There are two required components to any MII Technology Assessment application – the General Application Information and the Full Application. Each component is described at length in the following sections.

General Application Information is entered directly into an online application submission system and includes:

- Fill in the required DEI information

Pursuant to the Economic Development Article of the Maryland Code, TEDCO is required to foster inclusive and diverse entrepreneurship and innovation throughout Maryland. Accordingly, TEDCO is now collecting race, gender, and ethnicity data to be used, in aggregate, to better understand the communities that are accessing TEDCO's resources/funding. Please note this information is for administrative reporting purposes only and will not be shared with reviewers.

- A proposed project title (15 words max.),
- The proposed project duration (9 months or less),
- The Principal Investigator profile information,
- An indication of whether the application is new or is revised (resubmitted),
- The name of the Qualifying University(ies),
- If it is a Joint Application provide the collaborating university and collaborating investigator information
- An indication of the MII Phase for which an application is being submitted,

- A non-proprietary abstract of the proposal (300 words max with no special characters),
- The total budget (direct and indirect costs) requested for the proposed project,
- A selection of the technology type/category (use the best option),
- An indication that a signed letter of approval from a technology transfer office is included in the Full Application,
- An indication that a signed letter of approval from an MII Site Miner is included in the Full Application.
- An indication that the applicant has obtained approval from their research/grants administration office before applying. **A letter from the office is not required.**

The Full Application is intended to provide enough information so a group of reviewers can sufficiently evaluate the commercialization and business potential of a technology start-up. This document must:

- Be submitted as a single Adobe PDF file (maximum file size 80MB),
- Be formatted as single-sided document, with one-inch margins, and a font size of at least 12 points
- Not exceed 15 pages total (Submissions exceeding 15 pages will be rejected without consideration),
- Include all criteria described in the Full Application Components section below.

All MII Company Formation applications must be submitted using the MII online application portal which can be accessed at:

www.tedcomd.com/funding/maryland-innovation-initiative

Complete applications for each project must be submitted by the 5:00pm on the 1st business day of each submission month - January, March, May, July, September, and November. Applications submitted after 5:00PM will be rejected without consideration.

The execution of any subcontracts and joint arrangements included as part of an application are ultimately the responsibility of the PI/CEO. Each entity involved in the proposed project set forth in the submitted application is expected to meet the timelines and milestones, as submitted by the PI/CEO, who will be held accountable as part of the mid-term and final report review.

Full Application Components

Information requested in the Full Application for Technology Assessment should include all the following sections:

- Technology Validation (5 page limit)
- Commercialization Plan (1 page limit)
- Supplemental Materials
 - A signed letter from the Qualifying University's Technology Transfer Office

- A signed letter from the appropriate Site Miner
- Responses to reviewer feedback for resubmissions ***Please note: All letters should be recent (dated within 30 days) of application submission date.***

Applications must address EACH of the criteria bulleted under the following sections

Technology Validation (5 pages, scored)

Cover page (not counted towards the 5-page application)

- The name of the Company and title of the project
- The name of the Qualifying University(ies) that is (are) applying for funding or owns the subject technology
- The name of the principal investigator (PI) who will be responsible for the project.
- The total amount of funding requested.

Technology Description, Status, and Intellectual Property (Weighted 1.0)

- Technology Description and Status
 - Explain what the technology is and what it does
 - Discuss the developmental status (expressed through studies completed and conclusions derived)
 - Provide strong data/evidence to indicate the Technology is likely to work as predicted.
 - Describe how the Technology is unique/novel in its approach to creating a product or service that solves an important commercial problem relative to other approaches in the scientific literature and other commercial products.
 - Address the overall significance of solving that problem and what value (ideally in dollars) that this Technology will bring to customers – cost savings, time savings, convenience, improved outcomes, etc?
 - If possible, discuss additional, potential commercial products or services that could be created through the Technology.
 - Intellectual Property
 - Describe the intellectual property secured for the Technology and strategies for strengthening the Technology's intellectual property portfolio
 - A summary of the intellectual property landscape (e.g., the results of a patent search) should also be included.

Market Analysis and Risk Assessment (Weighted 1.0)

- Market Analysis
 - Describe of the target market for the Technology in detail

- Provide a detailed description of the target customer (may not be the same as the end-user). Include a description of the person who will buy the product or service and a summary of the size of the market opportunity that these customers represent.
- Identify and describe alternatives/competitors in the same or similar market and clearly outline a general description of the applicant's competitive advantages over competing products and services.
 - a. An accompanying Cross Table could be helpful to demonstrate advantages, features, capabilities, etc...
- Risk Assessment
 - Provide a summary of how the customer would be able to select and adopt the product or service – even though they may want or need it, are there any hurdles that would prevent them from adoption (regulatory bodies, long-standing practice, product integration into existing workflow, lack of infrastructure, etc) and how would the applicant prepare to address them in order to deliver value?

Commercialization Pathway (Weighted 2.0)

- Commercialization Pathway
 - Provide an overview of the timeline and milestones that must be achieved to commercialize the Technology *beyond the scope of MII Technology Assessment funding*.
 - a. Based on credible data, how long will it take and how much will it cost to achieve each milestone.
 - Discuss any engagements with potential commercial partners and the level of interest those partners have in the technology, if any.
 - a. At what point in the development of the technology would they become customers or investors?
 - Include a list of specific external funding sources or programs that the applicant has leveraged as prospective means of supporting product development – grants (SBIR/STTR), venture capital, pitch competitions, accelerators, contracts, etc...
 - Provide a detailed description of the team that will be leading the Technology Assessment award and say why their involvement is relevant to developing the technology for commercial purposes.

Project Milestones, and Detailed Budget/Justification (Weighted 2.0)

- Include a detailed summary of the proposed *MII project* and the anticipated technical milestones with a clear timeline. Indicate which milestones will be completed by the applicant's mid-term presentation (4.5 months into the project) while describing how the completion of each milestone brings the product closer to the commercial market.
- Milestones must be quantifiable and measurable so it will be obvious when they have been successfully, or unsuccessfully, met.
- An accompanying Gant Chart could be helpful to illustrate the timeline

- A detailed budget of the costs required to conduct the project should be provided in the general format provided .
- A justification for all of the project costs should be provided. Any changes to the approved budget (greater than +\ - 10%) must be submitted in writing to the Program Manager for approval prior to the completion date.
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Commercialization Plan (1 page, not scored)

The Commercialization Plan is a key deliverable of the Technology Assessment project with a total allowance of \$15,000. Typical spending might include costs for reimbursing a market analyst to conduct market research, contracting with industry experts (does not include an agency to find the talent, or advertising to attract the talent), engaging an interim CEO, developing a regulatory strategy, developing a reimbursement strategy, or covering costs associated with gathering and assembling the information required for the development of a proper Commercialization Plan.

The Commercialization Planning budget of \$15,000 cannot be intermingled, for any reason, into the Technology Assessment budget. They must remain separate budgets

In the Full Application, the purpose of the Commercialization Planning section is to convey a general understanding of what will be addressed over the project timeline within the allocated budget to create a viable business model or licensing strategy to commercialize the subject technology. The Commercialization Planning section must be included as a separate, one-page portion of the Full Application.

The Commercialization Planning proposal should address most the following:

- Describe the general approach and rationale for commercialization through either licensing or the formation of a start-up company.
- Examine basic steps required to create an overall business model
- Propose a market assessment exercise that will inform a go-to market strategy
- Propose Customer discovery, for example through participation in an university run or national I Corps Program
- Express potential viable revenue models
- Articulate possible funding, financing, regulatory, strategies that will be explored.
- Provide a description of the team that will be guiding the commercial pathway of the technology, why their experience is important to the company's operational success, and how their involvement will poise the company to receive follow-on funding and generate revenue.

With the understanding the the Commercialization Plan will develop over the duration of the award, applicants will have an opportunity to refine their project at the Mid-term Presentation,

as described in the the “Reporting Requirements” section of this RFA. Additionally, a separate budget must also be provided at the Mid-term Presentation.

Additional Considerations for the Commercialization Planning Section and Budget:

TEDCO recognizes the challenges associated with developing a commercialization plan for an early-stage technology and understands that any such strategy is likely to change during the development of a commercial product. As a commercialization program, the goal of MII is to ensure that there is at least one viable pathway toward commercialization for a technology and that such a pathway has been carefully considered and can be clearly described by the applicant. To that end, applicants may spend up to \$5000 on I-Corps and up to \$4500 may be spent on indirect costs associated with Company Formation (See details below)

I-Corps

The I-Corps program focuses on training innovators to get out of the office or lab, and into discussions with those identified as target customers to validate that the innovation meets their needs. The Maryland Innovation Initiative (MII) encourages applicants to engage in the I-Corps “customer discovery” process before or during the Technology Assessment submission. The more first-hand data and feedback an applicant has on their target market, the more effective any investment will be in that technology or business. This program is optional for MII applicants.

An applicant of MII the Technology Assessment phase may allocate up to \$5000 of its commercialization planning budget expenses toward the I-Corps regional or short course. (MII funds *may not* be used in the national I-Corps cohort where participants are already funded.)

- Funds may be used to offset domestic travel specifically for customer discovery during the cohort.
- Funds may be used to reimburse a mentor for time advising the team during the cohort.
- Any budgeted amount for I-Corps must be detailed in the intended use of the funds.
- A signed, dated letter by the I-Corps Director must be included in the MII final report package, indicating the applicants’ active involvement and completion of I-Corps. The letter must include the dates of the cohort.
- Applicants *may not* use the funds to pay for the time of the entrepreneurial lead, or PI.
- *In order to be reimbursed for I-Corps expenses, as outlined, all costs for I-Corps must occur during the MII effective agreement dates*

Company Formation

Up to thirty percent (30%) of Commercialization Planning funds may be used for company formation costs or for a University Start-up’s attorney costs associated with the licensing of a

Technology. The Commercialization Plan budget may not be used to pay for university staff time and may not be used to pay licensing fees or other consideration for a license or option agreement with a Qualifying University (including the reimbursement of patent expenses). Commercialization Planning funds may not be used to pay for the Technology Assessment budget expenses.

The project budget should be formatted in tabular form as indicated below, and each line item should be classified into one of the following categories: Personnel – Salaries, Personnel – Fringe Benefits, Equipment, Materials & Supplies, Other Direct Costs, and Indirect Costs, which should be indicated in the budget. Below is the required budget format and category headings with sample line items.

Example of a required budget format and category headings:

EXAMPLE BUDGET ITEMS	AMOUNT
Personnel - Salaries	
Investigator A	30,000
Technician	10,000
Personnel – Fringe Benefits	
Investigator A	9,900
Technician	3,300
Health Insurance	
Equipment	
Centrifuge	1,200
Computer/Software	
Materials and Supplies	
Cell Lines	5,000
Pipettes/Glassware	600
Prototype design	
Animal Study Costs	
Other Direct Costs	
Machining Costs	10,000
Subcontract to Acme, Inc.	20,000
Tuition	
Patent Expenses	10,000
Subtotal	100,000
COMMERCIALIZATION PLAN	
FDA Regulatory consultant	5,000

Business Consultant	2,500
Market Research Study	2,500
I-Corps:	Up to 5,000

The Technology Assessment budget (maximum \$115,000, if sole; or \$165,000, if joint) should be formatted in tabular form as indicated in the example above, and each line item should be classified into one of the following categories and clearly indicated in the budget:

- Personnel – Salaries,
- Personnel – Fringe Benefits,
- Equipment
- Materials & Supplies
- Commercialization Plan

The Program will not allow Qualifying Universities to include facilities and administrative charges (i.e., indirect charges).

Applicants should understand that information required as part of the Full Application, i.e., the bulleted criteria described above, will not be considered by reviewers if included in the Supplemental Materials.

Supplemental Materials (Required, not scored)

References, cover page, support letters, one page resubmission response to reviewer comments etc., which are not counted as part of the 5 pages; however, a complete submission cannot exceed a total of 15 pages or it will be rejected without consideration. Applications must include the following **supplemental materials**, which are not included in the page count constraint (See Page Count Checklist Below):

- Economic and Societal Impact Statement
Include a brief statement highlighting the potential economic and societal impact on Maryland. May be captured in terms of improving infrastructure; public health; workforce development; inclusion and support of disadvantaged and marginalized individuals and communities; public safety; commonwealth; jobs created, etc.
- A current signed letter from the Qualifying University’s technology transfer office indicating their approval of the project, certifying the Technology’s disclosure reference number and the status of the intellectual property described in Section ‘B.’ of the Initial Application (including its license status for Company Formation projects).
- A current signed letter from the appropriate Site Miner indicating their support of the faculty or entrepreneur submission and the fact that they have provided input on the application a minimum of a month prior to submission.
- Optional but encouraged Supplemental Materials may include:
 - Letters of Support for the project from interested parties (strategic partners, VC’s, corporate sponsors, etc...)

- Table of references

A. Resubmissions

Response to Reviewer’s Comments. In the event that an applicant’s proposal is initially rejected and the applicant chooses to reapply for Program funding, the applicant must submit a written response to the reviewers’ comments including how those comments were addressed in the resubmitted application. The Response to Reviewer’s Comments may not exceed one (1) page. and is not counted as part of the five page application count but is counted toward the maximum of 15 pages. (Also See Page Count Checklist Below)

Include an *updated* letter from the Qualifying University’s technology transfer office indicating that they are engaged in good faith negotiations with the Applicant or have executed a license agreement with the applicant for a subject Technology; please indicate any current activity or updates to tech transfer activities.

Include an *updated* letter from the appropriate Site Miner indicating their current support of this faculty or entrepreneur submission and the fact that they have provided input on the application a minimum of one month prior to submission.

Second to Third Submissions Applicants who have been declined twice for the same application must skip the next application cycle after the MII Board meets, before submitting a third time.

Review Process:

All applications for Program awards will be initially reviewed by MII staff to ensure that they meet the minimum requirements, as specified in this RFA (the “Compliance Review”). Applications not meeting the minimum requirements will be rejected without further consideration and the applicant will be so notified.

Example Page Count Checklist:		
Required		
- Cover Page	1 page	
- Application		5 pages
- Executive Summary		2 pages
- TTO letter		1 page
- Site Miner letter		1 page
- Resubmission Response to comments (if applicable)	1 page	
		11 pages subtotal
Optional (remaining 4 pages)		
- Support Letters		
- References		
- Bio		

A complete submission (all sections) **cannot exceed a total of 15 pages** or it will be rejected without consideration.

Application Review Process

Following the Compliance Review, all Applications will be assigned to several reviewers for review and preliminary scoring. All Applications, receiving average scores above a threshold score of 3.0 will be brought to the full MII Review Committee for discussion and final scoring. Applications scoring below the threshold may be brought to the Review Meeting under special circumstances, which shall be determined at the sole discretion of the Executive Director.

All Applications will be ranked according to their final scores and the top scoring applications will be recommended to the MII Board, which will have the final authority to approve funding. The MII Review Committee will consist of representatives of the business and investor community and MII staff.

Each applicant will receive a copy of the reviewer comments and scores at the end of the process, whether the applicant is approved or declined.

All Applications recommended for funding by the MII Review Committee, or TEDCO Staff, will be finally approved by the Maryland Innovation Initiative Board, as defined in Section 10-455 of the MII Statute.

Review Criteria:

Applicants will be evaluated on each section of their proposal and the applicant’s ability to address *each criterion listed in the application section above*. Consideration will be based on how completely the applicant has provided information requested for the section and how convincingly the applicant has made a case for the commercial opportunity based on the subject Technology.

Other criteria that will be considered by the reviewers are: the novelty of the Technology and the approach to solving a problem (meeting a market need), the strength of the Technology’s competitive advantage (intellectual property position), the likelihood that a University Start-up will be created based on the Technology, the market/commercialization opportunity represented by the project, and the team’s ability to carry out the project.

Scoring:

Reviewers will use the following system for scoring applications:

Score	Description
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5 – Excellent	The applicant has included all of the required information and has made a compelling argument in support of the criterion being scored.
4 – Above Average	The applicant has included all of the required information and has made a reasonable argument in support of the criterion being scored.
3 – Good	The applicant has included most of the required information and has made a fair argument in support of the criterion being scored.
2 – Fair	The applicant has provided most of the required information but has not made a fair argument in support of the criterion being scored.
1 – Poor	The applicant has not provided enough of the required information to make a fair argument in support of the criterion being scored.

All criteria will have an equal weighting of 1.0 except for the ‘Commercialization Pathway and Risk Assessment’ score and the ‘Project Description, Milestones, and Detailed Budget/Justification’ score, which will each have a weighting of 2.0. The weighted scores from assigned reviewers will be averaged and assigned to applications as a preliminary score.

Final Review:

After presentation of the preliminary scores and discussion of applications at the MII Review Committee Meeting, applications will receive a final score based on an average of all the overall scores provided by the MII Review Committee Members,.

Applications will be ranked by average final score and submitted to the MII Board for review and final approval, approximately 75 days after the initial submission.

Application and Review Date Schedule 2023– Company Formation Presentations:
(Final Dates and times will be assigned by the MII team)

Applications Deadline	Review Meeting 9:30am – 2:30pm
1/3/2023	2/21/2023 (IT/physical -sciences)
1/3/2023	2/23/2023 (lifesciences)
3/1/2023	4/25/2023 (IT/physical -sciences)
3/1/2023	4/27/2023 (lifesciences)
5/1/2023	6/20/2023 (IT/physical -sciences)

5/1/2023	6/22/2023 (lifesciences)
7/3/2023	8/29/2023 (IT/physical -sciences)
7/3/2023	8/31/2023 (lifesciences)
9/1/2023	10/24/2023 (IT/physical -sciences)
9/1/2023	10/26/2023 (lifesciences)
11/1/2023	12/12/2023 (IT/physical -sciences)
11/1/2023	12/14/2023 (lifesciences)

After presentation of the preliminary scores and discussion of applications at the MII Review Committee Meeting, applications will receive a final score based on an average of all the overall scores provided by the MII Review Committee Members.

Applications will be ranked by average final score and submitted to the MII Board for review and final approval, approximately 75 days after the initial submission.

Closing and Award Payments:

Once approval for a project has been obtained, Applicants will be asked to execute an agreement and **the Principal Investigator will be asked to immediately start working on the Project**. The agreement will detail the conditions of the award and it will include an agreed upon number of mid-term and final milestones for each project and the dates that Mid-term and final project reports (as described below) are due.

All PI/CEO’s are expected to present in person for the mid-term review. (Details will be sent approximately one month prior to the mid-term of the project, based on the date of the executed agreement.) The PI and CEO (if different from the PI)’ are expected to know the start date (the signed agreement date) of their MII investment, as well as the end date.

Any changes to the original, approved budget must be submitted in writing and approved by the Program Manager and Executive Director, *in advance*. The final expense report must match, including subcategories, the approved budget, within plus/minus 10% in order to be approved.

Award payments for Company Formation projects will be made as follows: 25% following execution of the agreement, 50% upon submission and approval of a Mid-term presentation and the successful completion of approved milestones, and 25% upon submission and approval of a Final Report. In all cases, any unused funds must be returned to MII.

Reporting Requirements:

Technology Assessment phase awardees must submit the following reports to the MII Program Manager including:

- a. **Program Manager Meeting** – each applicant is required to meet with the MII Program Manager at least twice, once prior to the mid-term and once prior to project end. This is to assist each awardee in understanding and meeting expectations for the program. This is also an opportunity for the awardee to share feedback, discuss ideas and ask for additional assistance. A total of three touch points will occur during the course of the award.
- b. **Mid-Project Reports**, (*in-person* PowerPoint presentation at MII’s offices) which must include a description of project activities and results to date, the progress toward meeting mid-term milestones, an accounting of expenditures charged to the award, and details on the proposed Commercialization Plan progress and budget – MII will expect copies of the slides in advance;
- c. **Final Reports**, (limited to 5 pages) which must provide an overview of all activities undertaken during the course of the funded project, a description of the results of the project, the success with achieving the proposed milestones, jobs created, follow-on-funds raised during the project, and a full accounting of all expenditures charged to the award, and suggestions for ways to improve the Program;
- d. **Commercialization Plan, (no page limit)**

In all cases, any unused funds must be returned to TEDCO serving in its capacity as the administrator of the Program.

Program Information:

Inquiries regarding the Maryland Innovation Initiative program should be directed to:

Arti Santhanam
Executive Director
asanthanam@tedcomd.com

Silvia Goncalves
Assistant Manager
sgoncalves@tedcomd.com

Griffin St. Louis
Program Manager
gstlouis@tedcomd.com

Valery Gutierrez
Program Coordinator
vgutierrez@tedcomd.com

All administrative, contractual, and accounting questions should be directed to Silvia Goncalves.