2025 START Program
CFP Abstract Proposal guide & format

Abstract Proposal guide & format

※ A submission template file will be provided.

1. FORMAT REQUIREMENTS

Length

Keep your Project Specification to <u>Three (3) pages</u> or less; additional pages may be used for supporting figures, images, data, CV and other documentation.

Text & fonts

Please provide your proposal in <u>English</u>, in <u>MS Word</u>. It is preferred that you submit proposal content with 11-point Arial font.

File Name

Number of theme-topic_Proposal Title_University Name_PI Name

*Refer to the **table in your CFP Brief** or <u>START Program website</u> to identify theme & topic number.

*for example: if you submit proposal in the in the sub-theme of **Digital Health** > **Environmental Health Sensing***
  – *the file name will be* → **2-3**_Proposal Title_Samsung University_JaneSmith

    for proposals outside of the 5 pre-defined themes
  – *Please include theme-topic number as* → **6-1**_Proposal Title_Samsung University_JaneSmith

2. CONTENT REQUIREMENTS

PART 1: **Proposal Identification** (refer to template)

1. **Title of Proposal**
   (recommend using larger font size than for contents below)

2. **START Project Theme & Topic**

3. Principal Investigator ("PI") Information *** and Co-PI Information** *(if applicable)*
   i.   Full name of PI,
   ii. Affiliation,
   iii. Contact Information (Address, e-Mail, Phone)

4. Statement of Joint Proposal *(if applicable)*
(e.g.: This proposal is a joint proposal of "A" university and "B" university. Lead university is "A".)

PART 2: **Project Summary** (Approximately 3 page)

1. **Executive summary**
   i. A concise summary of the project objectives, methodology, and expected outcomes.

2. **Research Abstract and Goals**
   i. What <u>problem</u> you are trying to solve? What is the <u>objective</u>?

   ii. What is the <u>background & significance</u> of your proposal? (Overview of the current state of research, the gaps and the <u>potential impact</u> of the proposed research.)

   iii. What <u>approach or method</u> you are going to take?

   iv. What <u>benefit</u> we (SRA/Samsung) can expect from your research?

3. **Description of Project**
   i. <u>Timeline</u>: Project duration (mm/dd /yyyy ~ mm/dd/yyyy) and Project timeline with key milestones and deliverables.

   ii. <u>Research plan & technical approach</u>: Detailed description of the research methodology, including data collection, analysis techniques, and validation methods.

   iii. <u>Expected Outcomes & Results</u>: Describe tangible and intangible outcomes separately.

   iv. <u>Team Composition</u>: Description of the research team, including their expertise and roles in the project.

PART 3: **Appendices** (Resources & Others)

1. **Budget:** Detailed budget with justification for each expense category.

2. **Describe direct expenses** (labor, materials, etc.) and any indirect costs (overhead, etc.)

3. **CVs of PI, Co-PI(s), and the proposed graduate student(s):** For CVs, please provide one-(1) page overview for Principal Investigator, any co-Principal Investigator, and the proposed Graduate student. Please attach at the end of the Research Proposal.

4. **Equipment or Facilities Description**

5. **Other Relevant Information** e.g. Background IP, if applicable ([no confidential information](#))

3) FAQ & CONTACTS

Frequently asked Questions can be found on the official Samsung [START website](#).

※ For further inquiry, please contact us at: [START@samsung.com](#)

Samsung START Program Overview

a. ABOUT START

Introduction

The START Program is SAMSUNG's annual call for proposal conducted by Samsung Research America (SRA). This program is open to leading North American universities and designed to create opportunities to explore breakthrough & innovative research.

AIM:
- **identify** emerging technologies and conduct frontier research
- **strengthen** industry-academic partnerships
- **shape** the future of Samsung devices and experiences.

b. THEMES & TOPICS

2025 Research themes

The 2025 START Program is seeking proposals in key themes that are relevant to Samsung's research interest areas.

1. Wireless Communication
i. AI-RAN technology
ii. Low-power circuit
iii. Antenna miniaturization

2. Digital Health
i. Managing chronic health problems using wearables
ii. Population health based biomarker discovery
iii. Disease biomarkers in Eye and Breath

3. Artificial Intelligence
i. Multimodal Conditioned Video Generation
ii. Multimodal Reasoning
iii. Multi-modal life-long memory augmentation system with fast retrieval

4. Camera Technologies
i. Computational Optics for Advanced Camera

5. Robotics
i. Robotic Foundation Models
ii. Human-Robot Physical Interactions

For further details on **2025 Research Themes & Topic CFPs**, visit the START Program Website.

We also welcome ideas and proposals outside of the 5 CFP themes. Please use theme-topic number as **6-1**

c. 2025 TIMELINE
Overview

JAN '25	FEB – MAR	APR	MAY	JUN	JUL – AUG '25
START Program Open	Abstract Submission	Candidate Announcement	Full Proposal & Interview	Recipients Announcement	START Project Kickoff
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Details
(For specific deadlines & milestone details refer to the START website.)

Website Launch Jan	Submission Open Feb	Proposal screening Mar	Feedback & refinement Apr	Finalists announced Jun	Contracting, Project Scoped Jul-Aug
CFPs announced Feb	Submission Close Mar	Shortlist announced Apr	Full proposal due May		Project Kick-off Aug
			Presentation & video interview May		

d. EVALUATION
2025 START evaluation criteria

Samsung evaluates proposals in the following (but not limited to) criteria:

INNOVATION	1. Innovativeness and novelty of the proposed research/ solution and its potential to address key challenges.
IMPACT	2. Potential business, scientific and/ or social impact.
FEASIBLITY	3. Scientific rigor & soundness of the technical approach, methodology, analysis, techniques, etc. Practicality & feasibility of the research plan, timeline, objectives, intended results and resources (subjected to availability).
EXPERTISE	4. The research competencies, qualifications and experience of the principal investigator and the research team in the relevant field(s)

※ Samsung will have sole discretion in the START Award Selection

e. ELIGIBILITY FOR FUNDS
2025 START Research Agreement (RA)

To be eligible for funds under the START Program, the selected applicant's university must sign a START Research Agreement (RA). Key provisions of the RA specify project conditions including funding for the project, IP rights, and clarify other aspects of research collaboration.

By submitting a START proposal, participating universities agree to accept our START Research Agreement.

A copy of the standard START RA can be shared upon the request of an authorized official of the university.

f. CONFIDENTIALITY

Confidential and proprietary information

Samsung does not wish to receive confidential or propriety information in the submitted proposals.

Samsung does not require and does not desire to receive any information that may be deemed confidential by the University and its partners. Samsung will treat all information submitted in proposals as non-confidential and non-propriety.

END OF DOCUMENT