



Department of Agriculture

Bureau of Agricultural Research

RDMIC Bldg, Elliptical Rd cor Visayas Ave, Diliman, Quezon City –1104

Landlines: +632 461 2900; 8461 2800 ● Fax: +632 927 5691

Email: r4d@bar.gov.ph ● Website: <http://www.bar.gov.ph>

TECHNOLOGY COMMERCIALIZATION DETAILED PROPOSAL

A. BASIC INFORMATION

1. Project Title
2. Proponent (s)
3. Implementing Agency
 - 3.1. Lead Agency
 - Head of Agency
 - Name of Proponent(s)
 - Contact Details
 - Email
 - Landline
 - Fax
 - Mobile
 - 3.2. Collaborating Agency and their roles
 - 3.3. Partner Farmer Cooperatives and Associations (FCAs)
4. Project Duration
 - 4.1 Approved Duration (Y/M)
 - 4.2 Actual Duration (Y/M)
5. Project Site(s)/ **Location**
 - 5.1 Province
 - 5.2 City/Municipality
 - 5.3 Barangay
 - 5.4 Geocode
6. Project Funding
 - 6.1. Total Budget Requirement
 - 6.2. Budget Requested**
 - 6.3. Agency Counterpart
7. RDE Agenda Addressed
8. Technology Intervention along the Value Chain
9. Expected Outputs
10. Package of Technology
11. Brief Description of the Package of Technology
12. Brief Description of Technology
13. Potential Impact of the Technology

B. PROFILE OF THE FCA

BAR-PDD-OP-01F23

Revision: 1

EFFECTIVITY DATE: **July 30, 2021**

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1. Name of the FCA
 - a. Nature of the cooperative
 - b. Number of members
 - c. Involvement of members
Number of members involved or expected to be involved as direct beneficiaries of the project
 - d. Current capacity/knowledge/experience of the beneficiaries
 - e. Assistance to the partner beneficiaries in terms of:
 - i. Firm Infrastructure (Facilities)
 1. Description
 2. Monetary value
 - ii. Equipment
 1. Description
 2. Monetary value
 - iii. Human Resource
 1. Description
 2. Monetary value
 - iv. Inputs
 1. Description
 2. Monetary value
 - v. Operations
 1. Description
 2. Monetary value
 - vi. Outbound logistics - include all the activities required to collect, store, and distribute the output
 1. Description
 2. Monetary value
 - vii. Marketing & Sales - activities inform buyers about products and services, induce buyers to purchase them, and facilitate their purchase.
 1. Description
 2. Monetary value
 - viii. Services and Trainings
 1. Description
 2. Monetary value

C. TECHNICAL DESCRIPTION

1. Rationale
2. Objectives
General Objectives:

Specific Objectives:



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- 1.
- 2.
- 3.

Expected Outputs per Objective

- 1.
- 2.
- 3.

3. Review of Literature

a. Background of the Technology

i. Technical Research

1. Conceptual test
2. Laboratory Production Test

ii. Market Research Studies Conducted

1. Farmers' Preference Study

- a. Characteristics differences exist between the technology and traditional practices or available in the market
- b. Preferential differences in their perception of product characteristics
- c. Appropriate recommendations

2. Market Study

- a. Profile of the current and potential buyers
- b. Current buyer's problems and other feedbacks on the purchase and use
- c. Buyer's awareness and acceptance
- d. Market potential and market opportunities

b. Supply and Demand Analysis

c. Financial analysis

4. Methodology

a. Objective 1:

i. Methodology 1

1. Activities

b. Objective 1:

i. Methodology 1

1. Activities

5. Workplan Schedule

6. Budget Summary

7. Logical Framework



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8. Sustainability Plan

9. Potential Intellectual Property

10. Business Plan

A. Executive Summary

B. Vision, Mission, goals of the business

i. Vision – what you want to accomplish in the long-term

ii. Mission – general statement of how you will achieve the vision

iii. Goals – statement of what needs to be accomplished to achieve the mission

C. Strategies

i. Location

ii. Layout of the physical store, if applicable

D. SWOT

i. Strengths, Weaknesses, Opportunities, and Threats of the business

ii. Competitor Analysis – Strengths and Weaknesses of Identified Competitors

E. Business Model



F. Marketing Plan

G. Human Resources/Management Plan

H. Production plan



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I. Financial Plan

SUSTAINABILITY PLAN

(Discuss in detail plans to ensure sustainability of project upon project completion in terms of financial and organizational aspects.)

1. Financial

2. Production

3. Organization/Management
 - a. Implementing Agency

 - b. Cooperative/Association (Adopters)