2026 START Program
CFP Abstract Proposal guide & format

Abstract Proposal guide & format

※ A submission template file will be provided for ease of use. Please submit your proposal and appendix as a single file. Proposals should be emailed through the START website. By submitting, you agree to SRA's legal & privacy policies.

1. FORMAT REQUIREMENTS

Length

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

Text & fonts

Please provide your proposal in English, in MS Word. It is preferred that you submit proposal content with 11-point Arial font or SamsungOne (already in the template file)

File Name

Theme.Topic number _ Proposal Title

*Refer to the **table in your CFP Brief** or START Program website to identify correct theme & topic number.

for example: if you submit proposal in the in the sub-theme of *Agentic AI › Agentic AI Security*
–the file name will be → **2.3**_Proposal Title

if you submit proposal in the in the Open-theme of *Other Emerging Technologies*
–the file name will be → **5.0**_Proposal Title

2. CONTENT REQUIREMENTS

PART 1: **Proposal Identification** (to be filled in template)

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

2. **START Project Theme & Sub-theme***

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".)

    ※   All fields (*) are mandatory.

PART 2: **Project Summary** (Approximately 2 pages, to be filled in template)

1. **Executive summary (2-3 lines)**
   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>? (Align with topics areas of the CFP Brief as relevant)

   ii. What is the <u>background & significance</u> of your proposal? (Explanation 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?

   - *[IMPORTANT]* If the proposal topic is outside the CFP's primary research are or in open theme, clearly articulate relevance for SRA and impact Samsung Electronics' Device eXperience division.

3. **Description of Project**
   i. <u>Timeline:</u>*[IMPORTANT]*
   We want to tackle challenging problems with 2 to 3 year horizon & long term impact. Include in your proposal:

      a. <u>Project duration</u> - (mm/dd /yyyy ~ mm/dd/yyyy) approximately 1 year
      b. <u>Project Scope</u> - a clearly defined 1 year project timeline with key milestones and deliverables (technology details)
      c. <u>Overall Project Plan</u> - a 2 to 3 year plan to solve the hard problem & desired impact

   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 & references, to be attached at end of the proposal)

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. External Funding, Background IP, if applicable)

3) FAQ & CONTACTS

Frequently asked Questions can be found on the official Samsung <u>START website</u>.

※ For further inquiry and any comments, please contact us at: <u>START@samsung.com</u>

Samsung START Program Overview

a. ABOUT START

Introduction

The START Program is SAMSUNG's annual call for proposals, which is conducted by the 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

2026 Research themes

The 2026 START Program is seeking proposals in key themes that are relevant and adjacent to Samsung's research interest areas.

For further details on **2026 Research Themes & Topic CFPs**, visit the START Program Website.

If your idea does not fit in an existing CFP category,
We welcome you to submit your game-changing idea & proposal for Samsung through an **Open Emerging Technology** category!

c. 2026 TIMELINE

Overview

MAR	**APR**	**MAY**	**JUN**	**JUL – AUG '26**
Abstract Submission	Candidate Announcement	Full Proposal & Interview	Recipients Announcement	START Project Kickoff

(For specific deadlines & milestone details refer to the START website.)

Submission Open Mar 3	**Proposal screening** Apr	**Feedback & refinement** May	**Finalists announced** Jun	**Contracting, Project Scoped** Jul-Aug
Submission Close Mar 24	**Shortlist contacted** Apr	**Full proposal due** May		**Project Kick-off** Aug
		Presentation & video interview May		

d. EVALUATION

2026 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).
COMPETENCY	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

2026 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.

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