

**Request for Proposals (RFP)**  
**Development of Magic Leap experiences**  
**for inspiring discovery in research, scholarly and artistic endeavors**  
**and/or enhancing education at the University of Miami**  
**Release Date: September 9, 2019**

The Office of the Provost is soliciting proposals from faculty and staff who are interested in exploring new applications of mixed reality that inspire discovery in research, scholarly and artistic endeavors and/or enhance student learning by advancing new pedagogies. This request for proposals (RFP) falls within the framework of the UM-Magic Leap strategic collaboration.

**Application Due Date:** November 1, 2019

**Submit Application to:** <https://innovate.it.miami.edu/rfp>

**Information Session:** Announced after September 9, 2019

### **Background**

The purpose of this RFP is to inspire faculty and staff from all schools, colleges, and departments of the university to create novel applications for Magic Leap devices in a broad variety of research, scholarly, artistic and educational areas, including the Magicverse.

In September 2018, the University of Miami and Magic Leap (ML) entered into a strategic collaboration named “Project Alexandria.” “I think of Miami as the Alexandria of the 21st century,” President Frenk said. Miami is critically located at the crossroads between hemispheres. It is an intellectual center of discovery and innovation where knowledge is created and recreated like it was in Alexandria during the antiquity. The Provost Office is looking for proposals that will realize this vision.

Last year, UM became the first academic strategic collaborator of Magic Leap. A few weeks ago, UM opened the Magic Leap Lab on the third floor of the Richter Library where students and faculty have access to Magic Leap devices and to view the applications developed by UM faculty and students.

One of the goals for the UM-ML strategic collaboration is for the university's community to work together to build a “Magicverse” — a virtual spatial computing world with an infinite number of “digital layers” and applications. This “Magicverse” was also described as “a digital version of UM that can extend the campus to anywhere in the world.”

### **Eligible Individuals (Project Director/Principal Investigator)**

All full-time faculty and staff of the University of Miami

### **Award Criteria**

Up to 10 projects will be supported by the Office of the Provost during the 2019-2020 academic year.

Awardees will receive:

1. Use of one Magic Leap One developer kit.
2. Up to one semester of a graduate student or \$10,000. If special equipment, supplies, software are required, a supplement can be requested.
3. Faculty are encouraged to create partnerships with relevant technical experts in advance of the proposal development, if possible. Teams that do not have relevant technical expertise will be provided with linkage to UMIT and/or faculty in Computer Science (CS) or Computer Engineering (CE).

We anticipate funding several project phases. In the first phase, projects should aim at developing storyboards and minimum viable products (prototypes), and will be funded up to \$10,000. In subsequent phases, projects are anticipated to require larger budgets. Follow-on funding requests of the initial award will be evaluated based on the goals and outcomes for further advancing research, scholarly, artistic endeavors and/or pedagogical

developments. Those related to research and scholarship will be explicitly evaluated on how they plan to use the technology for securing future external funding.

### **Pre-Application Consultation**

Applicants are strongly encouraged to attend the information session (to be announced after the RFP release) to determine whether or not their proposals are responsive to the RFP.

### **Application Requirements**

1. Describe the need for the project, including target audience and the research, scholarly and artistic endeavor or learning objectives to be achieved. If a learning experience, describe how it will fit in the curriculum of your school/college.
2. Specify
  - i. Why is the project innovative, and important
  - ii. How does Mixed Reality support this scholarly activity
  - iii. How will a successful result from this project advance your research, artistic or scholarly work/activity in the future
3. Due diligence is required on the part of the PIs to ensure that the proposed project is different than similar apps available on Magic Leap or other AR devices; please explain how your project is different and what existing technologies/apps you compared it to.
4. Provide a personnel justification for team members, if applicable. Describe each person's contribution to the project. Mention any previous experience in developing software for augmented or virtual reality. Mention if additional expertise is required.
5. Proposal length:
  1. One page, single spaced
  2. 1" margins; 11 pt. Arial font. No hyphenation

### **Evaluative Criteria**

Applications will be reviewed by the Magic Leap Leadership Council, which will make recommendations for funding to the Provost. The recommendations will be based on the criteria defined above as well as the diversity of the team, and how the projects support diversity in technology fields in academia.

### **Anticipated Announcement and Award Dates**

Awards will be announced on or about December 1, 2020, with a start date of January 1, 2020.

### **Intellectual Properties**

Successful PIs will be required to disclose how their proposals relate to the Magicverse<sup>1</sup>, a core component of the Master Agreement between UM and Magic Leap. When proposals are related to the Magicverse, or when development of other new IP is foreseen, PIs will be required to fill in a project plan to assess the distribution of intellectual property (IP) between UM and Magic Leap on a case-by-case basis. PIs who fail to disclose properly should be aware that the IP derived from their projects will be owned by Magic Leap, instead of UM.

### **Resources**

Proposers are strongly encouraged to visit the UM-Magic Leap website, which will be announced at the same time as information sessions, will (1) connect Magic Leap related activities across campus, (2) host training videos for developing ML apps and (3) include information on product research and design, storyboard, and evaluation plan of user's experience.

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<sup>1</sup> <https://www.magicleap.com/news/op-ed/magicverse>