



Refer to the bulleted questions in each section to guide the content of your proposal.

1: APPLICANT INFORMATION

Describe which scenario best describes the opportunity presented

- a) Licensing opportunity to an existing Ontario-based Company. Describe the likely receptor for this innovation and their Ontario operations
- b) Pre-company formation stage. Describe the plans to incorporate and transfer out of the academic institution. Identify your plans to develop management, advisors, mentors and Board of Directors
- c) Start-up spun out of academic institution. Provide details into the Company Profile section of the on-line application. In addition, identify key company management, advisors, mentors and Board of Directors, or your plans to develop these. (Note: Full details to be included will be outlined in Part D, D1: Project Plan, Budget Justification and Team)

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2: TEAM/INSTITUTION COMMITMENT TO THE PROJECT

- Describe project team members and commercialization champion
 - Role and decision making process (experiments, design, meetings, supervision, etc.)
 - Expertise (academic affiliation, business or commercialization)
 - Commitment to the project (time, resources and priorities)

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3: INTELLECTUAL PROPERTY POTENTIAL

- Briefly describe the technology and the history of its development to current status, include the stage of the innovation (proof of principle, prototype, etc.) and competitive advantages
- Describe the status of the technology from an intellectual property perspective (technology inventors, pre-existing obligations, patent status, IP ownership)
- Was a patent search or freedom to operate search performed? If yes, please list up to 10 of the most relevant patents
- Provide a short summary of what is needed to further develop the technology, including the competitive advantage of the technology in the particular sector/industry.

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4: CHALLENGE AND MARKET OPPORTUNITY

- Briefly describe the market opportunity/challenge gap that your innovation will address and its magnitude
- Summarize market and customer research that you (or others) have conducted to validate the opportunity and total addressable market size
- Who are the paying customers and end user? Describe their need(s) and limitations of current solutions.
- What are the barriers that need to be overcome to bring the innovation to market?
- Describe how the technology addresses defined or emerging needs in existing, developing and/or entirely new markets
- Describe your knowledge of the current industry environment in relation to the technology or product, and if potential partners have been contacted. What marketing efforts have been carried out to date for this opportunity

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5: POTENTIAL FOR COMMERCIAL DEVELOPMENT

- Provide a list of risk factors that may prevent or impede the adoption of commercialization
- What is the proposed business model?
- What is the likeliest route or scenario by which the technology can achieve commercial application?
- Describe the economic benefit to Ontario (e.g. jobs, revenue, etc.)
- Identify regulatory hurdles that must be addressed to bring the technology, product or service to market, if applicable and how they will be addressed.

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6: PROJECT PLAN, BUDGET JUSTIFICATION AND TEAM

Referring to the Activity Table and Budget completed on-line, address the following:

- Detail each project plan activity and expected outcome
- Identify key decision points and potential technical hurdles in the plan
- Provide budget justification of how to the OCE and Partner Contributions will support the successful completion of the project
- What is the amount and nature of the in-kind contributions (e.g. experimentation, design, travel, meetings, supervision, etc.?)
- Briefly summarize the further development of the technology required to commercialize the technology. Specify sources of additional funding required for the technology to be commercialized.

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