

# Application Form



Ontario Centres of  
Excellence  
Where Next Happens

## Application Information

**Applicant:**

**Application Number:**

Application Title

Start Date:

End Date

Application Type

SmartStart Seed Fund

Type of Seed Fund

Academic Institution

Endorsing Agency

## Project Finance Summary

Source of Funds	Cash	In-Kind	Total
	\$0	\$0	\$0

## Summary of Proposal for Public release

## Project Classifications

Application Stage Gate:

Ontario Innovation Agenda:

CFI Code

CFI Disciplines

FedDev Category

NAICS Codes

Census Division

## Team Information

**Applicant**

Name	Company / Institution	Email	Address	Phone
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Applicant:

Application Number:

## Team Expertise and Qualification

Name	Affiliation	Expertise	Category
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## Program Milestones

Milestone	Team Member	Expected Outcome	Duration
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## Use of Funds

Source of Funds	Cash	In-Kind	Total
	\$0	\$0	\$0

Item Description	Payee	Source of Funds	Type of funds	Budget Category	Quantity	Unit	Rate	Total
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Total

### Other Contribution

Contributor Name	Type of Contribution	Contribution Total
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## Budget Summary

Source of Funds	Type of Funds	Budget Category				Total
		Salaries and benefit	Travel & living	Operating expense	Capital	
		\$0	\$0	\$0	\$0	\$0

**Applicant:**

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## Budget Justification

Referring to the Budget Table, please provide additional information to justify how OCE and other funds/in-kind support (as applicable) will further the company's goals as detailed in the project plan, activities and outcomes. Outline how those sections related to the proposed budget

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## Source of Matching Funding

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## SMARTSTART SEED FUND

### PROPOSAL QUESTIONS

*OCE Office use only*

APPLICATION DATA	
Project Title	
OCE#	

#### 1: THE TEAM

- A. Briefly describe each founder and their role in the start-up – refer to the team table.
- B. Discuss why you are passionate about this opportunity and committed to pursuing it.
- C. Who are your team's advisors that you actively engage with to seek advice and guidance? Provide at least 1 specific example how you have made use of guidance from advisors
- D. What skill gaps would you like to fill in the team?

- A. (Type Here)
- B. (Type Here)
- C. (Type Here)
- D. (Type Here)

#### 2: THE PROBLEM

- A. What is the problem that you will be solving for your target customer?
- B. What are they doing today to solve this problem?
- C. What would they like to change about the way things are now?
- D. How would solving this problem improve their work or life?

- A. (Type Here)
- B. (Type Here)
- C. (Type Here)
- D. (Type Here)



### 3: THE SOLUTION

- A. What will your customer be buying?
- B. What are the specific features of this solution? Provide schematic as appropriate.
- C. What is your vision for the first version of the solution that a customer will buy?
- D. What additional features will you include in the future?
- E. What barriers are there to creating this solution and how will you overcome them?

- A. (Type Here)
- B. (Type Here)
- C. (Type Here)
- D. (Type Here)
- E. (Type Here)

### 4: VALUE PROPOSITION

- A. Provide a 1 sentence elevator pitch of your value proposition. How does your solution solve your target customer's problem?
- B. How will your customer measure the solution's benefits (e.g. faster, stronger, cheaper)
- C. What is the differentiating feature(s) of your solution (including any IP) compared to existing ones?
- D. What about your solution/value proposition that would be difficult to copy?

- A. (Type Here)
- B. (Type Here)
- C. (Type Here)
- D. (Type Here)

### 5: CUSTOMER SEGMENTS

- A. Based on feedback received from target customer engagement who will buy what you are selling?
- B. Can you split your customers into specific target groups?
- C. Which segment will you start with and why?
- D. What is the market size?

- A. (Type Here)
- B. (Type Here)
- C. (Type Here)
- D. (Type Here)

### 6: REVENUE AND PRICING

- A. What is your revenue model (e.g. one-time sales, recurring revenue)?
- B. What is your pricing and how did you determine it?
- C. How many can you sell?

- A. (Type Here)
- B. (Type Here)



C. (Type Here)

### 7: CHANNELS

- A. How will customers initially buy your product?
- B. Describe the distribution path of your solution from you to the end user? Provide schematic as appropriate.
- C. What is the cost to acquire a customer, including channel costs (as applicable) – who takes a cut of the revenue and how much?

- A. (Type Here)
- B. (Type Here)
- C. (Type Here)

### 8: DEMAND CREATION

- A. How will you reach out to your first customers?
- B. When do you expect your first sale?
- C. What is the path your customer will take from awareness to purchase?
- D. What will you do to move customers along the path?

- A. (Type Here)
- B. (Type Here)
- C. (Type Here)
- D. (Type Here)

### 9. COMPETITION AND ALTERNATIVES

- A. Who are your closest competitors today?
- B. What other alternatives are your potential customers using?
- C. Why will customers buy your solution over other alternatives?

- A. (Type Here)
- B. (Type Here)
- C. (Type Here)