

## OCE - CCR *New Entrepreneur* Program Application Package Instructions - please read carefully before starting



The following form is provided to present your proposal to the OCE Commercialization Investment Committee for funding.

### General Information

- Please work with an OCE Business Development (BD) Manager in the preparation of this proposal.
- Write this proposal as a continuous flowing document. Avoid repetition, ambiguous, unverified or non-factual information and motherhood statements. All market intelligence and other data should be properly referenced. Information should be evidence-based.
- Be clear and concise and limit your proposal to 4 pages of written 10pt font text (exclusive of pictures, tables, graphs, etc.). Additional supporting materials can be attached in an appendix. You may resize the text boxes or eliminate them altogether if this allows you to create a more cohesive document.
- Funding must be used for one or more of the following activities:
  - Pre-commercialization support (IP protection, market studies, business plan development, counseling/mentoring, technology evaluation)
  - Specialized equipment / directly related operating costs
  - Capital equipment (vital to commercialization, not eligible for any other federal program assistance)
- A Budget in spreadsheet format should always accompany your written proposal.

### Eligibility

- New entrepreneurs able to work in Canada and having novel proprietary technology and an addressable national or worldwide market. Recipients must be enrolled in or have recently graduated from a Canadian college or university and be prepared to work on the project full time for a minimum of 3 months.

### Supporting Material

- Tables, pictures, graphs, videos, etc. may be inserted directly into the body of this document
- Supporting materials can be attached as separate files and may include: business plan, résumés, market study, expert opinions, testimonials, letters of endorsement, emails, patent filings, field trial results, journal and business articles, quotations, sales orders, or any other material you deem important to support your proposal.

### Project Information

**Project Title:**

**Applicant 1 Name / Position:**

**Applicant 1 Address:**

**Applicant 1 University /College Name / Department / Faculty:**

**Applicant 2 Name / Position:**

**Applicant 2 Address:**

**Applicant 2 University /College Name / Department / Faculty:**

**Applicant 3 Name / Position:**

**Applicant 3 Address:**

**Applicant 3 University /College Name / Department / Faculty:**

**Start-up Name (if applicable):**

**Start-up Address (if applicable):**

**Date / Jurisdiction of Incorporation:**

**The Project Pitch**

In ONE paragraph only for each bullet, describe as concisely as possible the following:

- *What is the Technology and how is it novel*
- *Who is the Customer*
- *What Pain does it address/solve*
- *How do you make money*
- *Who are the competitors*
- *Who makes up the team*
- *What is the project plan*
- *What are the expected outcomes*

**Appendices:**

Attach any additional supporting materials that you deem important to support your proposal. (ex. Business plan, résumés, market study, expert opinions, testimonials, letters of endorsement, emails, patent filings, field trial results, journal and business articles, quotations, sales orders, etc.)