

**Applicant:**

**Application Number:**

# Application Form



Ontario Centres of  
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Where Next Happens

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## Application Information

**Applicant:**

**Application Number:**

**Application Title:**

**Correlating Endorsing Agency:**

**Academic Institution:**

**Total Duration (Months):**

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## Project Finance Summary

Source of Funds	Cash	In-Kind	Total
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## Summary of Proposal for Public Release

## Project Classifications

**CFI Code:**

**CFI Discipline:**

**Application Stage Gate:**

**Ontario Innovation Agenda:**

**FedDev Category:**

**NAICS Code:**

**Census Division:**

**Keywords:**

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## Team Information

### Applicant

Name	Company / Institution	Email	Address	Phone
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### Project Contributor

Name	Company / Institution	Email	Address	Phone
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## Company Profile

**Date of Incorporation:**

**Location of Incorporation:**

**Canada Revenue Agency Business Number:**

**Number of Global Employees:**

**Number of Employees in Ontario:**

**Number of Full-Time Employees in Ontario:**

**Number of Part-Time Employees in Ontario:**

**Number of Contract Employees in Ontario:**

**Type of Business:**

**Ontario Operations:**

**Revenue Generating/Pre-Revenue:**

**Pre-Revenue Investments to Date:**

**Total Sales in Past Year:**

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## Team Expertise and Qualification

Name	Affiliation	Expertise	Category
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## Program Milestones

Milestone	Team Member	Expected Outcome	Time Frame
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## Use of Funds

Item Description	Payee	Location	Category	Quantity	Unit	Rate	Total Item Cost
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**Total Amount Requested from OCE**

**Total Cash Match from Applicant/Partner(s)**

**Other Contribution**

**Contributor Name**

**Type of Contribution**

**Contribution Total**

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## Budget Justification

Referring to the Budget Table, provide additional description of 1) how each expense supports the completion of the project activities and objectives, and 2) how the total value (including cash and in-kind, where applicable) was calculated. For equipment usage, unless otherwise stated in the program Eligible Expense guidelines, costs must be prorated for project duration and entered as Operating Costs.



## SMARTSTART SEED FUND

### PROPOSAL QUESTIONS

**Instructions:** Answer all questions carefully. Provide sufficient details for reviewers to assess the merit of the project. When you want reviewers to consider supporting documentation, you should refer to specific document titles in your answers below and upload these documents in the Attachment – Additional Supporting Documents section. Attachments must be concise and comprehensive.

**OCE Office use only**

APPLICATION DATA	
Project Title	
OCE#	

*PLEASE NOTE, ALL INTERNAL OCE STAFF AND EXTERNAL REVIEWERS SIGN A NON-DISCLOSURE AGREEMENT.*

#### 1: THE TEAM (BE CONCISE, NO MORE THAN 500 WORDS)

Further to the team table, briefly describe each person involved in management of the company and the SmartStart project, and their role in the start-up. Give examples of entrepreneurial activities that each team member has accomplished in their past that makes them suitable to build and grow a start-up. Describe any advisors that you actively engage with to seek advice and guidance. Discuss what skill gaps exist on the team and the plan to address them.

(Type Here)

#### 2: MARKET OPPORTUNITY (BE CONCISE, NO MORE THAN 500 WORDS)

What is the pain point that you will be solving for your target customer? What validation have you done to prove your customers are willing to pay to solve this pain point?

(Type Here)



**3: THE SOLUTION (BE CONCISE, NO MORE THAN 250 WORDS)**

What will your customer be buying and what is the minimum viable product your first customer will buy? Describe the expected impact to your customers by solving this problem. Please provide your current product roadmap (be specific about the features of this solution and what additional features can be added in the future to make the solution more valuable).

(Type Here)

**4: VALUE PROPOSITION (BE CONCISE, NO MORE THAN 250 WORDS)**

What is the differentiating feature(s) of your solution (including any IP) compared to existing ones? How will your customer measure the solution's benefits (e.g. faster, stronger, cheaper)?

(Type Here)

**5: COMPETITION (BE CONCISE, NO MORE THAN 250 WORDS)**

Who are your closest competitors? What other alternatives are your potential customers currently using? Why would customers choose your solution over other alternatives?

(Type Here)

**6: CUSTOMERS AND MARKET (BE CONCISE, NO MORE THAN 500 WORDS)**

Describe the customers (and end users, if not the same) you have engaged with that have led you to believe starting a company is worthwhile. If B2B, include titles and company names. If B2C, characterize who and how many you have engaged with. Describe what you have learned from these initial engagements and what next steps are required. Describe how your venture is scalable globally (addressable market, size, segments).

(Type Here)



### 7: CHANNELS (BE CONCISE, NO MORE THAN 250 WORDS)

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

(Type Here)

### 8: REVENUE AND PRICING (BE CONCISE, NO MORE THAN 250 WORDS, INCLUDE TABLES AND CHARTS)

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

(Type Here)

### 9. DEMAND CREATION (BE CONCISE, NO MORE THAN 250 WORDS)

How will you reach your first customers (or how have you already reached them)? Please provide a timeline relating to first/early sales and describe how you reach out to customers and what you will do to move customers along the sales cycle.

(Type Here)

### 10: MILESTONES (BE CONCISE, NO MORE THAN 500 WORDS)

- A. Demonstrate how the OCE SmartStart funding (including all leverage/other sources of co-funding) will be deployed in your operations.
- B. Describe the main outcomes you are seeking to accomplish with this initiative. How will this help to secure more customers, seek a channel/partner(s) or lead to additional follow-on investment?
- C. Following the milestones outlined in your application, explain the next steps and resources required to build your company/bring your product to market.

A. (Type Here)

B. (Type Here)

C. (Type Here)



## 11. OTHER PREVIOUS AND CURRENT OCE PROJECTS (IF APPLICABLE)

- A. Provide a description of all OCE projects in which the applicant company is involved, including previously completed, currently active, or submitted projects from all OCE programs.
- B. Describe the main outcomes (technical and commercial) of the previously completed projects.
- C. Indicate how this new application relates to the company's previous and current projects.

A. (Type Here)

B. (Type Here)

C. (Type Here)

## 12. OTHER INFORMATION REQUIREMENTS

- A. Will any former public servants or public office holders who are subject to the *Conflict of Interest Act* and/or the *Values and Ethics Code for the Public Service* derive benefit from this project? If yes, provide a detailed description, and confirmation that such former public servants and/or public service officers will be in compliance with the *Conflict of Interest Act* and the *Values and Ethics Code for the Public Service*.
- B. Has any federal, provincial, territorial or municipal assistance or tax credit been received, or is likely to be received? If yes, provide the amount and source.
- C. Have any lobbyists been utilized? If yes, indicate whether i) the lobbyists are registered in accordance with the *Lobbying Act*, ii) whether any actual or potential conflict of interest exists, and iii) whether any contingency fee arrangement exists.
- D. Does the project contain activities which would be identified as a "designated project" as defined by the *Canadian Environmental Assessment Act, 2012*? If yes, please confirm whether the Canadian Environmental Assessment Agency has determined that an environmental assessment is required; if an assessment is required, confirm that all conditions within the assessment with respect to the project activities will be implemented.
- E. Will any project activities be carried out on "federal lands" as defined in the *Canadian Environmental Assessment Act, 2012*? If yes, provide a description; please note that OCE and its Funders will be required to assess the potential environmental effects prior to a funding decision.

A. (Yes or No; if Yes provide details)

B. (Yes or No; if Yes provide the amount and source)

C. (Yes or No; if Yes provide details)

D. (Yes or No; if Yes provide details)

E. (Yes or No; if Yes provide details)