THE ALBERTA DIGITAL TRACTION PROGRAM
Letter of Support: Guidance for Approved
Alberta Entrepreneur Programs Letter of Support

We require a letter of recommendation when applying to the Alberta Digital Traction Program. The letter will be incorporated into the review process within Alberta Innovates. Please note, the letter is a supporting document and does not confirm acceptance into the program.

The recommendation letter is intended to obtain a deeper understanding of the founding team. Drawing on your pre-existing relationship with the SME, we are looking for an endorsement of the founder's ability to design and develop digital innovations with strong problem/solution fit, inclusive of customer discovery and testing, and meaningful, efficient design sprints, as required by this program. We define a Digital SME as any SME that relies on software development as core to one or more of its products and/or services and intends to rapidly scale in the global marketplace.

Please address the following points, to the best of your ability, in your letter of recommendation for an Applicant:
1) Founding Team:
    a. Describe your relationship with the Applicant
    b. Balance of technical and business expertise related to innovation opportunity
    c. Commitment and coachability
    d. Majority Alberta-based
2) Business Model:
    a. Strength of foundational business model work (problem/solution fit, ICP, value proposition)
    b. Validation of the idea through customer discovery and understanding of competing solutions
    c. Traction road map defined, demonstrating customer acquisition milestones towards a scalable business
3) Innovation Opportunity:
    a. Verified stage of product development; is there a minimum viable product/wireframe/etc.?
    b. Knowledge and use of efficient digital product development methods
4) Innovation Potential:
    a. Market potential and sales/revenue projections
    b. Investment potential

We will accept letters of support from the approved Alberta entrepreneur programs found [here](#).