**Product Demonstration Application**

**Note: This is a copy of the online application form and is provided as an aid to writing your application. This is NOT the application form and will not be accepted for review. To submit an application, go to our Applicant Portal at** [**https://proposals.albertainnovates.ca**](https://proposals.albertainnovates.ca/UREF1281446350234970942/WD1_Login/A111234970979)

**Part 1 Application Instructions:**

Alberta Innovates invests in high potential, high growth technology/knowledge-based companies focused on bringing innovation to market. Our programs are part of an integrated approach to innovation system supports focusing on coaching, community, and capital.

The structure and content of this application is similar to a business plan and covers all the things we need to know to assess your application. If you already have a business plan, simply translate the plan from its current form into this one.

You can save and exit your application at any time and you’ll find it in the "UnSubmitted Applications" window in the Applicant Portal. **We advise that you write your answers in a Word document first so that you have an editable copy of your application responses which you can then paste into this form. A PDF of your application can be printed by clicking the “Create PDF” button on the “Summary” page (Step 5) at any time during the creation of the Application. It will be emailed within 30 minutes to the email address that you provided during registration.**

**Alberta Innovates will only provide copies of the Application, including any attachments to the Applicant Representative.** Accordingly, any change of the Applicant Representative should be to an individual who has the authority and permission to see the Application and any attachments.

Text boxes within this form are simple text only and cannot accommodate images, graphs or tables. Such additional information can be attached in Step Four with the Attachment type “Other”. ONLY images, graphs, and tables will be accepted as ‘Other’ attachments. All questions must be answered within the text boxes provided. *Text boxes with only “see attached” will not be accepted*.

All capitalized words or terms which are not defined within this Application have the respective meaning as set out in the Guide or Agreement. In this Application, the term “**you**”and “**Applicant**” are used interchangeably. You can [click here](https://albertainnovates.ca/funding-entrepreneurial-investments/product-demonstration-program/) to view a copy of the Guide or Agreement on our website.

It is essential the Applicant Representative reads and understands the Product Demonstration (PDP) Program Guide before completing this Application.

All Investment determinations made by Alberta Innovates (including declining an Investment) are final, non-appealable and binding on the Applicant. Notwithstanding the Applicant and the Project meeting the minimum requirements or eligibility criteria, or the results of any evaluation or recommendation or the involvement of an agent of Alberta Innovates, Alberta Innovates retains sole and absolute discretion regarding Investment determinations. Such determinations include whether to invest, the amount of the Investment (if any), and the terms and conditions of such Investment. Further, Alberta Innovates, in its sole and absolute discretion, has the right to decline any Application at any stage of the review process for any reason and does not owe a duty of reasonableness to the Applicant in making its Investment determination. The Applicant acknowledges that Alberta Innovates has no obligation to the Applicant during the course of receiving and reviewing the Application or in making its Investment determination.

Alberta Innovates will use its reasonable commercial efforts to inform the Applicant of the Investment determination made in respect of an Application in a timely fashion. Any failure to inform the Applicant of the Investment determination regarding an Application will not result in any obligation or liability of Alberta Innovates to the Applicant or any other interested party.

The Application may be reviewed by internal and external reviewers of Alberta Innovates. These experts will provide their recommendations to Alberta Innovates, and may also voluntarily provide constructive feedback meant for the Applicant. Alberta Innovates will make the final determination regarding approval of Applications, and may at any time request an interview with the Applicant. Incomplete Applications will not be considered or reviewed.

Alberta Innovates may also, in its sole and absolute discretion, share the constructive feedback with the Applicant, but will not provide any information regarding an expert’s personal information. Applicants are not entitled to access any information regarding the experts, including personal information, nor are they entitled to access or review the expert’s recommendation.

An Applicant whose Application was declined by Alberta Innovates may, on a one-time basis, re-apply to Alberta Innovates in respect of the same Project, by submitting a new Application, identified as a re-application, and addressing and correcting any deficiencies or issues. Where a shareholder of an Applicant owns 51% of any other Applicant, as indicated by the corporate search, the Applicants will be considered one in the case of a resubmission where the Project or technology is the same. Alberta Innovates has the right, as determined in its sole and absolute discretion, to impose a life-time limit on the number of Applications an Applicant may submit.

If you require assistance in completing your Application, please email [inbox\_grants@albertainnovates.ca](mailto:inbox_grants@albertainnovates.ca)

**Part 2 Freedom of Information and Protection of Privacy Act (Alberta) (“FOIP”):**

Alberta Innovates is governed by FOIP. This means Alberta Innovates can be compelled to disclose the information received under this Application, or other information delivered to Alberta Innovates in relation to a Project, when an access request is made by anyone in the general public.

In the event an access request is received by Alberta Innovates, exceptions to disclosure within FOIP may apply. If an exception to disclosure applies, certain information may be withheld from disclosure. Applicants are encouraged to familiarize themselves with FOIP. Information regarding FOIP can be found at [http://www.servicealberta.ca/foip/.](http://www.servicealberta.ca/foip/) Should you have any questions about the collection of this information, you may contact the Manager, Grants Management Team at 780-450-5551.

**Part 3 Publication of Non-Confidential and Aggregate Information by Alberta Innovates:**

Alberta Innovates may (1) publish and/or disseminate in the public domain certain information contained within this Application as a way to promote success stories about innovation in the Province of Alberta and/or (2) use certain information contained within this Application as a way to verify information contained in this Application. On these bases, Alberta Innovates has indicated which information provided in the Application has been deemed to be confidential and all other information is subject to disclosure by Alberta Innovates in its sole discretion at any time:

In addition, Alberta Innovates may aggregate information within this Application for the purposes of reporting or dissemination in the public domain. For clarity, ‘aggregate’ means removal of personal identifiers such as names, locations and addresses of the Applicant and employees, and combining such information with that of other Applicants.

**STEP 1 – Project Title (Non-confidential)**

**STEP 2 – Non-Confidential Abstract**

Please provide a brief non-confidential summary of the project and the related product and/or service that you are planning to commercialize.   This summary should discuss how the requested funding from Alberta Innovates will be used and how this funding will accelerate commercialization.

**STEP 3**

This step allows you to complete the application form. Clicking on each link will take you to a form section with each section containing multiple questions/data fields. You can also use the Next Section or Previous Section buttons at the page bottom to navigate between the sections. The Previous Step button will take you to Step 2 and the Next Step button will take you to Step 4. The Summary button will take you to the Summary Step which will summarize the status of all the steps in terms of any mandatory information that may be missing. If all mandatory information has been provided--you will be able to select the Submit button on the Summary Step. Remember, you can create a PDF of your application at any time by clicking the “Create PDF” button on the Summary Step.

**The response time for section navigation will vary based on each user's bandwidth and network connection type (e.g.WiFi vs. "hard wire").**

**GENERAL INFORMATION**

**Section One - Applicant Contact Information**

1. Legal Name of Applicant:

Help Text

*Applicant means the company or entity name, NOT the person completing the form.*

1. Trade Name of Applicant (if applicable):
2. Address:
3. Office Phone Number:
4. Website (if applicable):
5. Social Media Links (if applicable):

**Section Two - Authorized Applicant Representative**

1. Applicant Representative’s Name and Position
2. Direct Business Telephone Number
3. Cell Number (if applicable)
4. Business Email Address

If the Representative’s mailing address is different from the Applicant’s civic address, provide that address.

**Section Three - General Information**

1. Business Number (B/N): *The Nine digit number provided by the Canadian Revenue Agency (CRA)*
2. Percentage (%) of Alberta Ownership
3. Incorporation Date (dd/mm/yy)
4. Is the Applicant a publicly traded company?
5. What is the number of T4 Salaried Employees, full and part-time, residing in and out of Alberta
6. What was your Annual Gross Revenue for the immediately preceding fiscal year. (Confidential)
7. Jurisdiction of Incorporation of the Applicant
8. If the Applicant is extra-provincially registered in Alberta, please state jurisdiction of incorporation.

**Section Four - Funding Information** (Confidential)

1. Has the Applicant previously applied to any Alberta Innovates funding program, including the former Alberta Innovates – Technology Futures (AITF), Alberta Innovates – Health Solutions (AIHS), Alberta Innovates – Bio Solutions (AI-Bio), or Alberta Innovates – Energy and Environment (AI-EES)?

If you answered YES to the above question, explain which funding program(s) you applied into, which were approved, and when and how much was received.

1. If you are submitting a Re-Application, on a one-time basis, resulting from a previous application for the same Investment under the same Program being declined, provide details as to when the original application was submitted and what changes and/or revisions have been made in this Application.
2. If you have worked with Alberta Innovates, (including the heritage corporations AITF, AIHS, AI-Bio, AI-EES and subsidiaries C-FER Technologies and InnoTech Alberta) under a different name, please provide information regarding this activity.
3. Have you accessed advice, mentorship and/or program support and equipment through the Regional Innovation Network?

Help Text

*This can be a multiple selection. Hold the 'Control' key to select/de-select multiple values. Selected choices will remain highlighted in grey.*

1. Are you working with a Technology Development Advisor (TDA)?

If you answered yes, please select the name of the individual.

If you selected ‘Other’, provide the name of the individual and her/his position within Alberta Innovates.

1. Are there any other existing relationships between senior members of the Applicant, and any of the directors and/or employees of Alberta Innovates and/or the Ministry of Economic Development and Trade?

If you selected ‘Yes’, please provide their names and an explanation of the relationship(s).

**Section Five - Sector**

1. Please select the primary sector of the Applicant

If you selected 'Other', specify Sector

1. On which emergent area(s) is your product or service based? If none apply, please select "None of the Above".

Help Text

*This can be a multiple selection. Hold the 'Control' key to select/de-select multiple values. Selected choices will remain highlighted in grey.*

***Artificial Intelligence, Machine Learning and/or Big Data*** *(Theory and development of computer systems able to perform tasks, reveal patterns, problem solve, data analytics, data visualizations and logical reasoning that normally require human intelligence)*

***Augmented, Virtual, and/or Mixed Reality*** *(Augmented reality – enhanced version of reality created by the use of technology to overlay digital information on an image of something being viewed through a device. Mixed reality – merging of real and virtual worlds to produce new environments and visualizations where physical and digital objects co-exist and interact in real time. Mixed reality takes place not only in the physical world or the virtual world, but is a mix of reality and virtual reality, encompassing both augmented reality and augmented virtuality. Virtual reality – artificial environment which is experienced through sensory stimuli (as sights and sounds) provided by a computer and in which one’s actions partially determine what happens in the environment)*

***Additive Manufacturing*** *(Manufacturing process through which three dimensional (3-D) solid objects are created. It enables the creation of physical 3-D models of objects using a series of additive or layered development framework, where layers are laid down in succession to create a complete 3-D object)*

***Financial Technology*** *(Assists financial institutions to excel in the face of disruptive technological changes. Examples include block chain, cryptocurrency, digital cash, and open banking)*

***Internet of Things*** *(The interconnection via the Internet of computing devices and/or sensors embedded in everyday objects, enabling them to send and receive data)*

***Digital Security and Identity*** *(Protect users’ digital identity, while enabling mobile and online financial transactions. Examples include cybersecurity)*

***Web Applications*** *(Including web tools, e-commerce enabled, software as a service, and product as a service)*

***Clean Technology*** *(Examples include water technologies, climate technologies, emissions reduction, smart grid, cleaner fuels, solar and wind)*

***Robotics*** *(Involves designing, building and programming physical robots, which may involve the use of artificial intelligence, sensors, actuators and non-artificial intelligence programming)*

***Advanced Materials*** *(Creation of materials at the molecular and/or atomic scale for the purpose of advancing technology, developing more efficient products, creating new manufacturing technologies, or improving the human experience. Inclusive of nanotechnology.)*

***Autonomous Transportation*** *(Transportation that uses a combination of sensors, cameras, radar and artificial intelligence to travel between destinations without a human operator)*

***Supply Chain Innovation*** *(New methods, materials and/or technologies for production and distribution that improve the way information and relationships flow within the network. Examples include radio frequency identification technology and advanced weighing technology.)*

***Value Added Food Processing*** *(Includes any step in the production process that improves or “adds value” to the food and results in a higher value product. Examples include organic food and beverages, processing beef into sausages, turning cows’ or goats’ milk into cheese.)*

***Cloud Computing*** *(Involves delivering data, applications, photos, videos etc. over the Internet to data centers.)*

**Section Six - Business Overview** (Confidential)

1. Briefly describe what your business is all about.

Help Text

*If you were to meet someone and they asked you, “What is your company about?” and you had one minute to talk, what would you say?*

1. What is the key benefit to the customer?

Help Text

*Consider one key benefit and discuss. You cannot be all things to all people. For instance, saves time, better quality, easier to use, convenient, minimizes risk, reduces pain, highly credible, socially responsible, increases enjoyment, saves money.*

1. Describe the service and/or product for which you are requesting funding in 2-3 sentences.

Help Text

*This should be a quick snapshot - Why it matters, what problem you are trying to solve, why is it different, how you will get it out to the market and why should we be excited about it?*

1. How is the problem solved now?
2. Describe the current development stage and identify your technology and business readiness levels.

Help Text

*You can find helpful documents regarding your business and technology readiness on our website, under "Essential Reading":* <https://albertainnovates.ca/funding-entrepreneurial-investments> *.*

**Section Seven - Company History** (Confidential)

1. What has happened up to now on this idea, service and/or product?

Help Text

*Briefly touch on the company’s history, how the idea came about, what has been done so far (i.e. establishing suppliers, contacting potential customers, sales to date etc.)*

**Section Eight - Management** (Confidential)

1. Who are the key people in the business?

Help Text

*Write a brief bio on each key individual and tell us a) their role, b) their relevant experience/history, and c) why the individual is crucial for successful launch and execution of the product and/or service?*

1. What skillsets are currently missing in order to make the business a success? Discuss why they are critical.

**Section Nine - Industry**  (Confidential)

1. Provide an overview of the industry in which you will be operating.

Help Text

*Try to be as clear and concise as possible while avoiding jargon that only people in your industry would understand. For instance, is the industry dominated by a few key players or many smaller companies; how easy is it to start a business; what are challenges that the industry currently faces?)*

1. What are the key trends in this industry that are driving factors for your success? Are there any trends that may inhibit your growth?

Help Text

*How will any of the following trends have an effect on your business – socio-cultural, technology, political, geographical, demographic, business process, business model or economic trends?*

1. What are your mitigating factors for those trends that may inhibit your growth?
2. What are the predictions for the future?

Help Text

*How will any of the following trends have an effect on your business five years from now – socio-cultural, technology, political, geographical, demographic, business process, business model or economic trends? No one knows for certain what the future holds, however, through your research, you should have noted trends and patterns that will provide insight*

**Section Ten - Competitors** (Confidential)

1. Provide a brief profile of each of your closest competitors? If there are no direct competitors, consider indirect competitors.

Help Text

*Discuss what you be competing with them on, why customers currently buy from them, why customers would switch and buy from you (examples include pricing, product features, sales distribution, quality, marketing, location, key partners), and what activities that means for you. (examples include quick delivery, product quality control, access to distribution channels or key suppliers)*

**Section Eleven Customers** (Confidential)

1. How have you confirmed that there is a need for your product and/or service and people willing to pay for it?

Help Text

*Examples include talking to potential customers, creating a landing page, sending out surveys etc.*

1. Have you surveyed potential customers and if so, how many?
2. Who is your company focused on selling directly to? (Select one)
3. What is the first market segment you intend to serve and why? This market should be measurable, reachable, and sufficiently large but focused.

Help Text

*For B2C: consider demographics (age, gender, socio-economic group, education, occupation), psychographics (lifestyle, personality, hobbies/interests, what they value most, what they like to buy), behavioural (what common behaviour patterns do your customers share, what will trigger them to buy your product/service), and geographical (customer location, region, urban/rural).*

*For B2B: consider segments based on size of business, organizational culture, geographic location, decision makers, type of products, age of company*

1. Who are your main customers (i.e. what is the ideal customer profile) in this segment and how will you target, attract, and retain them?
2. Do you have any secondary market segments? If so, summarize how you will target, attract, and retain them.
3. What is the current size (total revenue) and geographical scope of the market you are targeting?
4. What portion of this market can you realistically compete in?
5. What do you think the total revenue opportunity for your product and/or service will be five years from now?

**Section Twelve Operations** (Confidential)

1. How will your product and/or service be produced and/or carried out?

Help Text

*Outline the process from order to customer delivery. Discuss capacity issues, supplier analysis inclusive of supplier lead time and/or what would happen if your lead supplier is no longer available. For product based businesses, briefly explain the manufacturing process and supply chain, and how quality will be maintained).*

1. How will the product and/or service be delivered to the customer?
2. How many full-time and/or part-time staff will you need to have to bring the product and/or service to market?
3. How many full-time and/or part-time staff will you need for future growth?
4. For each staff indicated in the previous 2 questions, give us an idea of their title and role

**Section Thirteen - Sales** (Confidential)

1. What is the price you will charge for the product and/or service and why did you set the price at this level?
2. Will this be one-time charge or recurring revenue?
3. Where does the price fit in comparison to the competition?
4. Tell us more about your sales.

Help Text

*If you are selling a product, how much do you need to sell to break-even? Taking into account capacity constraints, how many are you going to sell? Will there be seasonality and/or cyclicality and what might it mean for your business?*

1. How have you used your market research to build your sales forecast?

**Section Fourteen - Legal and Regulatory** (Confidential)

1. Consider and select which legal and regulatory items will need to be addressed that applies to your business.

Help Text

*This can be a multiple selection. Hold the 'Control' key to select/de-select multiple values. Selected choices will remain highlighted in grey.*

1. If you selected intellectual property above, identify key technical and/or regulatory risks which may compromise your freedom to operate, and the proposed mitigation.
2. Describe the intellectual property strategy for the product and provide patent numbers of all filed or issued patents.
3. Describe any licensing agreements in place or required in the future.
4. Provide a brief explanation of any barriers you foresee with the legal and regulatory items selected above.

**Section Fifteen - Financing** (Confidential)

1. How are you currently funding the business?

Help Text

*This can be a multiple selection. Hold the 'Control' key to select/de-select multiple values. Selected choices will remain highlighted in grey.*

1. If you selected ‘Other’, please explain
2. What would success look like in 12 months, 3 years, 5 years and beyond?
3. **Sources of Support**. You must complete and attach the mandatory “**Source of Support”** Table template found in Step Four. Please note that Alberta Innovates may contact the party(s) you list for verification of information in the Source of Support Table, without further notice to the Applicant.
4. **Applicant Financial Statements**. Financial Statements MUST be attached in Step Four. The most current fiscal year financial statements, including income statement, balance sheet, cash flow statement, and statement of retained earnings, prepared on an audited or review engagement basis. If such financial statements do not exist, then you must attach unaudited internally prepared financial statements for the same period. If year end is greater than 6 months prior to Application date, interim financial statements, as would be presented to management to demonstrate current cash position, is required.
5. **Financial Projections**. You must complete and attach the mandatory "**Financial Projections**" template found in Step Four.

**Section Sixteen - Project Details** (Confidential)

1. Total Alberta Innovates investment requested ($100,001 to $300,000)
2. Term of Project (in months to maximum of 24 months)
3. Targeted completion date
4. Explain why this project is important in either bringing the product and/or service to market or in growing the business?
5. Identify the main project risks and the proposed mitigation for each risk.

Help Text

*Examples include technological risk, supply chain risk, compliance and/or regulatory risk, reputational risk. Innovation risk (market timing and pace of innovation)*

1. What is the estimated month and year when the product and/or service will be sold on the market or when did sales start if the product and/or service is already on the market?
2. Purpose of Application:

Help Text

*This can be a multiple selection. Hold the 'Control' key to select/de-select multiple values. Selected choices will remain highlighted in grey.*

1. If you selected ‘Other’, please explain.
2. Financial Projections. You must complete and attach the mandatory "Financial Projections" template found in Step Four.
3. Please briefly discuss the work plan associated with this project and how the funding requested from Alberta Innovates will be utilized. This work plan should identify the significant steps and the associated milestones and resources required in order for the project to be delivered successfully and on time. This discussion should be aligned with Section 6 – Project Costs of the Financial Projections template.
4. Quantify an estimated number of jobs created in the next 5 years as a result of this project.
5. Quantify the annual sales revenue generated in 5 years as a result of this project.
6. What are the economic, social, environmental and/or other benefits to Alberta as a result of this project being successful? (Confidential – may be aggregated)

**Section Seventeen - Strategic Partner(s)** (Confidential)

1. All Projects must have the involvement of a strategic partner that can facilitate prototype field testing, provide the Applicant access to supply and sales channels, and/or provide Applicant access to potential customers. Describe the strategic partners you’ve identified for this project: who they are, what role they will play in the project, why you’ve chosen them, and why they are important to the project.

Help Text

*Please note that Alberta Innovates may contact the party(s) you list for verification of information, without further notice to the Applicant.*

1. A Letter of Interest or quotes (as applicable) must be provided from each strategic partner. Each Letter of Interest should confirm the involvement and/or interest of the strategic partner with respect to the Project Any payments resulting from the quotes are the responsibility of the Applicant, if awarded.

**STEP 4 – ATTACHMENTS**

**The “*Source of Support*” and the “Financial Projections” attachments are mandatory and MUST USE THE SPECIFIC TEMPLATES PROVIDED BY ALBERTA INNOVATES. *(All Attachments are Confidential)***

To download the mandatory templates:

* Save to your local drive
* Complete table and save again
* To upload, choose the file from your local drive
* Select the appropriate attachment name from the Attachment Type List Selector
* Click ‘Upload’

**The following additional attachments are *mandatory*:**

1. ***Applicant Financial Statements*** *(The Most Recent Balance Sheet, Cash Flow Statement, Income Statement, and Statement of Retained Earnings – may be Notice to Reader, Reviewed, or Audited)*
2. ***Strategic Partner(s) Letter(s) of Interest and/or Sub-Contractor Quote(s)*** *(as applicable)*
3. ***Source of Support Table*** *(Template)*

When attaching you must select the appropriate attachment name from the Attachment Type list Selector.

**The following attachments may be attached *if applicable*:**

1. ***Applicant Business Plan*** If you feel there is additional information in your written business plan that has not been mentioned in this application, you can attach it here.
2. ***External Cost Quote***
3. ***Graphs or Images***Where a graph or image is required to complete a response above, a pdf may be attached and ‘Other’ is selected from the Attachment Type list Selector
4. ***Patent/License Details***

When attaching you must select the appropriate attachment name from the Attachment Type list Selector.

**STEP FIVE – SUMMARY**

Please ensure that the Application is complete and accurate before pressing “Submit”. Sections and questions that appear in red in Step Five Summary indicate a missing answer and any missing answer will prevent you from submitting this Application. A PDF Summary can be printed from this Summary page prior to submitting your application, for your own review purposes. Once an application has been submitted, you will receive the same PDF Summary, however, **revisions and re-submissions cannot be made once submitted**. The Summary will be emailed to the email address that you provided during registration.

**Submit**

**The following pops up.**

**Consent and Declaration of Applicant:**

**By submitting this Application, including any supporting documentation, I, in my capacity as the authorized representative of the Applicant, legally represent for and on behalf of the Applicant that:**

1. **the Applicant provides its explicit consent to the disclosure of the information identified within the Application by Alberta Innovates in its sole discretion;**
2. **the Applicant Representative is legally authorized to submit this Application for and on behalf of the Applicant and has the requisite power to legally bind the Applicant;**
3. **the Applicant Representative has read and understands the** [Product Demonstration Program Guide](https://albertainnovates.ca/funding-entrepreneurial-investments/product-demonstration-program/)**;**
4. **if the financial statements attached to this Application are unaudited internally prepared financial statements, the Applicant certifies that financial statements prepared on an audited or review engagement basis were never prepared for the period ended as at the immediately prior fiscal year end of the Applicant;**
5. **the Applicant understands the Guide;**
6. **the Applicant meets all the eligibility requirements for an Investment under the Product Demonstration Program as set out in the Guide;**
7. **the Applicant agrees and consents to Alberta Innovates contacting the individual(s) or company(s) listed as customer(s) or strategic partnership(s) in this Application as part of Alberta Innovates’ evaluation of the Application;**
8. **all information contained in this Application including but not limited to the Project and supporting documentation, is true and accurate;**
9. **the Applicant acknowledges acknowledge that failure to provide true and accurate information in this Application will result in automatic rejection of the Application;**
10. **submission of this Application does not obligate Alberta Innovates to make an Investment in the Project and Alberta Innovates has sole and absolute discretion in making its Investment determination; and**
11. **if this Application is approved, Alberta Innovates and the Applicant will execute a Product Demonstration Program Investment Agreement which provides additional contractual terms and conditions governing the Investment made by Alberta Innovates to the Project before Alberta Innovates will advance funds.**

**I Accept/I Do Not Accept**