Product Demonstration Program | FAQ

General Program Questions:

1. What is the role of the Program Manager and how does it differ to working with a TDA?
   
   Both the PDP Program Manager and TDAs provide coaching and guidance to Alberta SMEs.

   The PDP Program Manager is responsible for designing and managing the PDP Program to achieve targeted outcomes. They will be your point of contact for questions about the Program during active competitions, will oversee approved projects and milestones. TDA’s are available for general coaching and advice at any time.

2. Can I work with my Technology Development Advisor (TDA) prior to submitting an Expression of Interest (EOI)?
   
   Yes. A TDA can provide valuable coaching and guidance to Applicants interested in submitting an EOI. A TDA cannot prepare or review an application for the Applicant. Refer to the Product Demonstration Program website for Application Aids to assist with completing the Application.

3. How many programs calls can be expected each year?
   
   We are planning to run 2-3 calls per year. Be sure to continually check out our website and social media accounts (LinkedIn, Twitter) for all the updates.

4. Can unsuccessful Applicants apply to future program calls?
   
   Yes. Unsuccessful Applicants are eligible to apply in future Program Calls, however Applicants are limited to receive no more than 2 PDP awards for the same technology.

5. Can an Applicant submit multiple applications for multiple projects?
   
   During the same PDP Call, No. Alberta Innovates strongly suggest the Applicant focus on one project at a time. As the PDP call process is competitive, be aware that each proposal received is competing against each other. Our advice is to focus your time on submitting one strong proposal.

6. Is Alberta Innovates able to assist successful applicants with connecting to broader networks (i.e. Silicon Valley)?
   
   Assuming you are looking for Investment support, Alberta SMEs looking for assistance in finding investment are encouraged to connect your TDA to provide direction.

7. Will an overview of the Full Proposal content be provided ahead of Expression of Interest (EOI) approval notifications?
   
   The new Product Demonstration Program is a two-step application process. You must first complete the EOI, and following Alberta Innovates evaluation review, only successful Applicants will be invited to complete and submit the Full Proposal and will be provided with access to the
portal. Refer to our website for the Full Proposal Application Aid for insight on the Full Proposal questions.

Strategic Partner Questions:

1. Are there any resources to help Applicants find a Strategic Partner?
   
   *Not at this time. Alberta Innovates is working to expand the Strategic Partner network.*

2. Does the Strategic Partner(s) need to be Alberta based?
   
   *No, Strategic Partners do not have to be based in Alberta or Canada. Strategic Partners can be global. You should consider IP protection, governance and regulatory considerations in your work plan if working with a global partner.*

3. Can the Strategic Partner(s) be existing clients?
   
   *Yes, but we strongly encourage new Strategic Partner(s) to build more reference sites, and partnerships.*

4. Does the Letter of Intent (LOI) need to be provided at the Expression of Interest (EOI) stage?
   
   *No, however the Applicant needs to identify a potential Strategic Partner(s) at the EOI stage. We encourage Applicants to add the LOI at the EOI stage if one is available. What level of commitment is needed from Strategic Partner(s) in the Letter of Intent (LOI)? Who needs to sign the LOI?*

   The intent of the LOI demonstrates the Strategic Partner’s real commitment to the Product pilot or demonstration plan. More specifically, Strategic Partners must demonstrate their intention to participate in the PDP project, purchase the product/enter into a distribution agreement after the pilot and tangible participation/provision of resources to the implementation and success of the pilot. LOI needs be signed at the Executive, VP, or C-Level.

   *The signed Strategic Partner(s) LOI is required at the Full Proposal(FP) stage.*

   Submission of a distribution agreement may be accepted as a proxy if signature for the LOI. However, a full outline of the Strategic Partner(s) role and involvement is still required in the work plan description and the signed LOI would be required prior to the grant execution.

5. How big or small can the Strategic Partner(s) be? Do government agencies qualify?
   
   *There are no Strategic Partner size restrictions. A Strategic Partner needs to commit to participating in the Product pilot or demonstration. A Strategic Partner is a trusted partner that provides constructive feedback, can demonstrate the technology in an operational environment and is able to enter into a purchase agreement at the conclusion of the pilot. Yes, the Strategic Partner can be a government agency, but remember we still require a LOI or reasonable proof they are your Strategic Partner. A purchase order, or contract agreement would qualify as reasonable proof.*
6. Can I have multiple Strategic Partners, each with a slightly different use case, for one Project?

Yes, there can be multiple Strategic Partners for one Project.

Contribution Questions:

1. What qualifies as a 50% Cash contribution?

One example of Cash contributions can support new hires or contractors, at reasonable rates. Review the Investment Agreement template for all eligible costs.

2. What qualifies as a 50% In-kind contribution?

Labour costs for staff you currently employed assigned to the project could account for In-kind contributions.

3. When does an Applicant need to demonstrate cash available to pay its cash portion of project cost? Can impending sales orders be used as evidence of cash available?

Cash and in-kind contributions must be readily available at the time of application. Applicants are required to provide current financial statements as part of the Application. The financial statements are reviewed as part of the Evaluation process.

4. Do contributions (cash and/or in-kind) from the Strategic Partner(s) make up the Applicant contribution?

No. Any cash or in-kind contribution from the Strategic Partner(s) will be in addition to the Applicant contribution.

5. What type of tangible resources does the Strategic Partner(s) need to commit to the Project? Does this mean the Strategic Partner(s) needs to contribute Cash and/or In-kind to the Project?

We have purposely not defined the type or level of resources Strategic Partner(s) needs to provide Applicants flexibility. The Applicants should be able to articulate and demonstrate what support the Strategic Partner(s) is providing. Resources could be hard (i.e. – cash, on site location support for the demonstration, staff, technical feedback, infrastructure, etc.) or soft (i.e. – network connections to new markets/distribution channels, consultation and implement demonstration plan and solidify market fit, etc.).

6. Can you provide an example of the Project Cost breakdown and the match funding?

Applicants are required to match Alberta Innovates funding, split equally between Cash and In-Kind as part of the project.

For example, if an Applicant applies for the full $150,000 funding from Alberta Innovates: $75,000 needs to be cash (new expenses), and $75,000 needs to be In-Kind (existing expenses). Cash refers to new labour costs, new materials, new travel expenses. In-Kind contributions will only be recognized as eligible when the costs incurred by the Applicant are incidental to its ordinary course of business, directly attributable to the Project and auditable. Refer to our Investment Agreement for details on eligible costs.
The Applicant has on payroll 1 IT professional and they contribute time to the project. That time can be accounted for In-Kind support. When the Applicant hires new staff or a contractor for the project, that is considered “new” and accounts for Cash contributions. The Applicant will be required to provide evidence of expenditures at each milestone.

**Project Questions:**

1. **What are some examples of target project activities?**

   Applicants selected to complete the FP will be required detail project activities and complete a Milestone, Reporting and Payments (MRP) report. The MRP will list a maximum of 4 milestones. Each milestone will describe the related activities/tasks, deliverables, date span, cash and in-kind contributions.

   A brief example of a milestone: Install and Deployment Technology: This includes install the technology on Strategic Partners site. Install software, hardware, set up appropriate system security, test hardware capacity. Allow 3-4 weeks for onsite installation testing and configuration.

   The milestone cash and in-kind contributions should total the amount Alberta Innovates contribution and align with the work effort of this milestone.

   Projects are unique, so we strongly suggest reading the Program Guide and connect the TDA or Project Advisor to make sure your project fits the program.

2. **What types of products/technology qualify?**

   The program supports high potential, high growth Alberta Technology Small to Medium Sized Enterprises (SMEs) to commercialize their products and achieve optimal market position to increase revenue and potentially expand into global markets.

   Alberta’s Innovates core sectors include digital health, clean resource technologies, smart agriculture, platform technologies ICT (mobile, security, IoT, data analytics, artificial intelligence, and nanotechnology). The program focuses on piloting or demonstrating technology with the final outcome to commercialization and generate sales.

3. **Where can I find a list of eligible and ineligible project expenses?**

   Eligible and ineligible expense can be found in Schedule B of the Investment Agreement template.