# PRODUCT DEMONSTRATION PROGRAM (PDP) FULL PROPOSAL APPLICATION COMPLETION GUIDE

## GENERAL INSTRUCTIONS

- Fully read the Program Guide and other documents found on our [website](#).
- Use clear and concise language and reduce or explain any technical references.
- Address each question in the application and read the question guidance carefully.
- Clearly identify the Alberta impact and outline all benefits to Alberta.
- The deadline to submit the Full Proposal is **July 23, 2021 4:30 PM Mountain Daylight Time**.
- Late submissions will not be accepted for any reason.

Full Proposal decision notifications are anticipated in **September 2021**. Note that Alberta Innovates in its sole discretion, reserves the right to alter or cancel the program or change timelines. Alberta Innovates is not responsible for the costs incurred by the Applicant in the preparation and submission of any application.

## ELIGIBILITY SECTION

The eligibility criteria are outlined in the Product Demonstration Program Guide. Please confirm that you meet all eligibility criteria.

## APPLICANT INFORMATION SECTION

### Applicant Information

Applicant demographics will be pre-populated from your Expression of Interest (EOI) Application. If any of the information is incorrect or has changed, make any corrections or adjustments in the prompted area.

### Relationship with Alberta Innovates

Identify any potential conflict of interest that may exist with Alberta Innovates and the project team.

*Note: This section will be pre-populated with information provided in your EOI Application. If any of the information has changed, update accordingly.*
DETAILED APPLICANT INFORMATION SECTION

Classify the current company development stage. Descriptions of the development stages can be found in this section of the application.

Note: This section will be pre-populated with information provided in your EOI Application. If any of the information has changed, update accordingly.

Source of Applicant Funding

Full disclosure of financing received is important. Complete the table include all sources of financing and types of financing.

Financial Statements*

Read the attachment instructions and provide the required documents. Ensure the current financial information provided is current to two months prior to the cut-off date of the full proposal for the PDP Program being applied.

Financial Projections

Ensure you read the attachments instructions and provide the most current pro forma statement(s). Include capital investment requirements leading up to revenue generation and 3 years post-revenue; and forecasts for revenue and all operating costs.

Business Plan*

Attach your latest 3–5-year business plan. The main areas of the business plan should include market analysis, competitive analysis, operations plan, marketing and sales plans and financial plan. The Business plan will be used to help validate elements of the application and linkages to your business.

*Required attachments

REPRESENTATIVE INFORMATION SECTION

Representative information will be pre-populated from your Expression of Interest Application. If any of the information is incorrect, make any corrections in the prompted area.

NON-CONFIDENTIAL SUMMARY SECTION

Provide a high-level project title and short overview of the proposed Product Demonstration project. The project title and overview are used for communication purposes and should be direct and brief. Spell out any acronyms or non-common terms.

Note: This section will be pre-populated with information provided in your EOI Application. If any of the information has changed, update accordingly.
**INNOVATION OPPORTUNITY SECTION**

**Problem/Challenge to Be Addressed**

Outline the objectives of the proposed Product Demonstration project and how it aligns to the overall Product Demonstration Program objectives.

Describe where innovation is taking place to solve a customer’s business problem.

**Description of the Innovation**

Provide a detailed description of the Product. Describe the Product knowledge development or technology/system advancement potential. Includes a description of the Product gap the project is addressing, the context within which the project is being proposed, the current state of product, and any technical/system related challenges, gaps and future opportunities that are present.

Identify the TRL level of the product and provide substantiating information to support the level you have identified. Note: *This section will be pre-populated with information provided in your EOI Application. If any of the information has changed, update accordingly.*

**Intellectual Property**

Provide a detailed description of the Product Ownership.

Outline Intellectual Property (IP) ownership details post project and how the IP will be protected for future sales and implementations.

Highlight any regulatory, export/import control, taxes or legal considerations.

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**MARKET OPPORTUNITY SECTION**

Provide a detailed description of current and future market potential of the Product.

Provide a comparative analysis of the Products strengths and weaknesses relative to alternative/competitive products or technologies.

Much of this should be gathered from your business plan. Key information should exist from future market interviews and both primary and secondary research. Outline your findings from all sources of market data; interviews and print. Also identify any direct, indirect, and expansion competition.
Describe your innovations value proposition by considering the value you bring to paying customers and why both early adopters and other end users will pay for your product post project. Outline why it will save customers money/time/risk, etc. that sets you apart from your competition.

### PROPOSED COMMERCIALIZATION PATHWAY SECTION

Provide a detailed description of the Products commercialization pathway and commercialization potential (new markets, verticals and regions).

Also outline what you intend to learn during the PDP Project that you can apply to future end commercialization of your project.

Describe your planned commercialization process following the Project and what inputs and outputs you will need to commercialize your technology.

The Commercialization pathway can include future product price models,

### PROJECT OVERVIEW SECTION

Provide a detailed description of the Product Demonstration Project:

- The objectives of the Project.
- Targeted Outcomes
- A high-level Work Plan.
- A timeline with Key milestones for the Project.
- The location of the Project.
- Please include a brief description of the project team, their roles, and how their expertise aligns with the Project. Identify any additional new hires and the capacity required should the Project go ahead, including any part-time or full-time employees, new hires, contractors, etc., required to complete the Project over the term of the agreement.
- Include the Project’s strategic partner’s role in the Project, including key people and their roles in the Project.
- Include the Applicants senior leader(s) role in the Project.
- Include the expected return on investment

Note: This section will be pre-populated with information provided in your EOI Application. If any of the information has changed, update accordingly.

**Project Summary Table**

Complete this table with confirmed contributions from the Applicant and Other Sources (i.e. Strategic Partner). When inputting the information, keep in mind:

- Proposed Project Start Date – date needs to be after XXXX.
- Proposed Project Completion Date – date maximum is one year after the Proposed Project Start Date.
- Project Term (months) - cannot exceed twelve months.
- Funding requested from Alberta Innovates to a maximum of $150,000.
- Contribution from Applicant (cash and in-kind) - maximum $150,000. Need to match the requested from Alberta Innovates and be equally comprised of cash and in-kind.
- The contribution from Other Sources (cash and in-kind) – in addition to the Applicant contribution and the Strategic Partner.
- Total Projects Costs – the sum of AI, the Applicant, and Other Sources cash and in-kind.
- % of Total Project Costs – The minimum applicant contribution needs to be 50% of the total project costs.
- At AI’s discretion, a maximum up-front payment of 50% may be considered to accelerate the project with a compelling rationale. Provide details here if you are considering this.

Note: This section will be pre-populated with information provided in your EOI Application. If any of the information has changed or does not meet the criteria listed above, update accordingly.

PROJECT RISK ANALYSIS AND MITIGATION SECTION

Complete the table to identify potential risks and mitigation strategies related to the Product Demonstration project. Outline any technical, human and other risks and how you would intend to solve or mitigate these risks during the project.

IMPACTS SECTION

Highlight the overall expected economic outcomes that may arise from successful implementation of the project with focus placed on benefits to first your company and then to the province of Alberta.

Provide realistic and quantifiable information on impacts at project completion and after full commercial deployment.

MILESTONE REPORTING AND PAYMENT SCHEDULE SECTION

Use this table to provide a detailed workplan with tasks (milestones) with associated start and end date and costs.

Note: this table captures your contribution as the Applicant only. The strategic partners contribution (cash and in-kind) and role in the workplan should be outlined in the Project Summary Table, Project Overview and Strategic Partner Information section.
## ATTACHMENTS SECTION

Ensure you attach all the required documents. Below is a checklist of the attachments:

- [ ] Strategic Partner [Letters of Interest template](#) *(must be signed by your Strategic Partner)*
- [ ] Business Plan*
- [ ] Financial Statements*
- [ ] Financial Projections
- [ ] Supporting Documents Referenced in the Application

*Required attachments*