Acknowledgement

• We would like to respectfully acknowledge that this webinar is being presented to you from Treaty 6 and 7 territories and reaching Treaty 8 territory also; all traditional lands, meeting grounds, and travelling routes of First Nations and Métis people.

• We acknowledge all the many First Nations, Métis, and Inuit whose footsteps have marked these lands for centuries, and whose presence continues to enrich our vibrant communities.
Welcome – Product Demonstration Program Call 2

Information Agenda

• Alberta Innovates Overview
• Program Overview
• Eligibility
  • Applicant
  • Strategic Partner
  • Project
• Application Process and Timelines
• Evaluation Criteria
• Tips and FAQ
ALBERTA INNOVATES
At-A-Glance

2
Subsidiaries
C-FER Technologies
Innotech Alberta

Investment
of $189 million
for 2020–21

558
Employees
Alberta Innovates 219
C-FER 99
InnoTechAlberta 240

11
Locations

“Alberta’s research and innovation engine, solving problems, creating possibilities”
Equity, Diversity and Inclusivity

• We believe the Alberta Research and Innovation ecosystem is stronger and more sustainable when it is broadly representative of the overall diversity of our community.

• We strive to ensure that all interested and qualified parties have an equitable opportunity to participate and contribute to the ecosystem and that our processes are inclusive.
Sometimes when you innovate, you make mistakes. It’s best to admit them quickly, and get on with improving your other innovations.

~Steve Jobs
Product Demonstration Program Objective

Is to support high potential, high growth technology Alberta Small to Medium Sized Enterprises (SME) to commercialize their products and achieve an optimal market position to increase revenue and potentially expand into global markets.
Product Demonstration Program Goal

The Program is designed to de-risk the commercialization process by providing funds and coaching to the SME. The SME enters a partnership with a "Strategic Partner" to conduct a product pilot or demonstration that proves out the technical and business merits of their product and serves as a reference client, buyer or distributor.
Who is the targeted SME?

The Program is a good fit for SMEs that:

- have product(s) that no longer require refinement to the core technology (product is ready to pilot in an operational setting to verify product value and reduce its uncertainty).
- have the support of an Alberta Innovates Technology Development Advisor (TDA)
- have product(s) that are looking to expand sales or broaden market segments (product is ready for demonstration in an operational environment and may need to extend product core technology and/or capability);
- need to identify a potential Strategic Partner at Expression of Interest, and need a signed Letter of Intent from the Strategic Partner(s) at Full Proposal;
- can complete the pilot or demonstration within one year;
- can reasonably expect a first sale, or distribution agreement within 18 months if the pilot is successful; and
- can reasonably expect expanded sales or distribution agreements if the demonstration is successful within 18 months.
PDP Targeted Outcomes

- Connect ecosystem players
- Develop new and trusted partnerships
- Product technology and verified, uncertainty reduced
- First sale or distribution agreement
- Expand existing markets or create new/vertical markets
- Develop Alberta SMEs to potentially scale into global markets

- SME Milestone attainment
- Leveraged dollars and resources
- SME and Strategic Partner(s) Satisfaction rate
- New SME Jobs Created
- SME Revenue Growth
- SME Sales Growth
- SME Export Growth
- SME Investment Growth
Our success has really been based on partnerships from the very beginning.

~Bill Gates
What is a Strategic Partner?

- Understands the technology and sees value in validating, testing, and adopting.
- Provides an operational test environment to pilot or demonstration the technology.
- Can provide constructive feedback both technical and operational.
- Assist with quality.
- First buyer, influential industry reference client, client representative of a beachhead, or critical distribution channel.
- Contributes in-kind resources/support/user insight. Cash is a nice to have!
- Could be global.
Funding

• Alberta Innovates will match the Applicant’s contributions to the total eligible Project Costs, to a maximum Investment of $150,000.

• The Applicant’s contributes matching funds in the form of 50% Cash and 50% In-kind contributions.

• The funds are provided to cover Eligible Expenses only.

• At AI’s discretion, a maximum up-front payment of 50% may be considered to accelerate the project with a compelling rationale.
PDP Eligible Costs

- **Labour costs** gross wages or salaries incurred at reasonable market rates contributing to the project;
- **Costs of Materials** used specifically for the project;
- **Costs relating to travel** and accommodation and meals at reasonable rates;
- **Cost of sub-contractors** at fair market rates where the work of the sub-contractor(s) is directly related to the Project;
- **Additional direct operating costs** (incurred at reasonable market rates) not falling within the categories of labour and materials; and
- Any other cost which Alberta Innovates pre-approves in writing as an Eligible Expense.
Applicant Eligibility Criteria

• be a **for-profit SME**;

• demonstrate the relationship between the Applicant and Strategic Partner(s) does not create a conflict of interest;

• be an **Alberta-based company** with an Albertan footprint, which is determined by the following: significant physical and corporate operational presence in Alberta, appropriate Alberta ownership, and discernable intent that operational benefits will flow primarily within the province of Alberta

• have the financial capability to fund the required Applicant Contribution;

• meet the following definition of an **SME**: a company with fewer than 500 Full Time employees, and less than $50,000,000 annual gross revenue;

• be a legal entity with up-to-date corporate filings;

• be in good financial standing with Alberta Innovates and its subsidiaries InnoTech Alberta and C-Fer Technologies; and
Strategic Partner Eligibility Criteria

- be Arm’s Length from the Applicant (cannot have any legal relationship with the Applicant);
- provide a Letter of Intent indicating intention to purchase or enter into a distribution agreement of the demonstrated product upon Project completion at the time of the FP submission;
- have financial capability to purchase or enter into a distribution agreement of the product upon Project completion;
- demonstrates tangible resources committed to the Project;
- be a legal entity with up-to-date corporate filings; and
- be in good financial standing with Alberta Innovates and its subsidiaries InnoTech Alberta and C-Fer Technologies.
Project Criteria

• demonstrate a strong product pilot or demonstration plan with clear acceptance criteria;
• have the participation of at least one product pilot or demonstration Strategic Partner(s);
• complete the product pilot or demonstration within the one (1) year term;
• on Project approval, the Applicant will provide a Project plan with critical "go/no go" milestones;
• show that the product has a high likelihood of the Strategic Partner being a first customer/distributor or accelerated commercialization success within 18 months of the project start;
• show that the product is a viable technology at Technology Readiness Level (TRL) 7, 8, or 9; and
• submit to other criteria that Alberta Innovates may develop from time to time.
Don’t make the mistake of providing an 80% solution that creates interest, but nobody buys.

~Mike McCausland,
**Process Overview**

**Applicant**
- Reviews Program Guide
- Identifies Potential Strategic Partner(s)
- SmartSimple (SS) Registration
- Submits EOI Form
- Confirms Strategic Partner and obtains signed LOI
- Submits Full Proposal

**Alberta Innovates**
- Evaluates EOI Form
- Notification to Advance
- Evaluates Full Proposal
- Notifies Successful & Unsuccessful Applicants

**Notices**
- Unsuccessful Letter
- Week of Jun 26

**Deadlines**
- May 28, 2021
- July 23, 2021
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<tr>
<td>Announcement</td>
<td>May 14, 2021</td>
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<td>EOI Application Cutoff</td>
<td>May 28, 2021 @ 4:30 pm MST</td>
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<td>Full Proposal Cutoff with signed Strategic Partner LOI</td>
<td>July 23, 2021 @ 4:30 pm MST</td>
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<td>Notification Letters</td>
<td>Sept 7, 2021</td>
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<td>Contracting</td>
<td>Sept 7 – 30, 2021</td>
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<td>First Payments</td>
<td>Based on Milestones</td>
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Evaluation Criteria

**EOI Stage**

- Basic Eligibility Review of Applicant, Strategic Partner and Project Criteria

- Applicants must meet all basic eligibility criteria to be invited to FP stage

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<th>Relevance</th>
<th>Excellence/Innovation</th>
<th>Feasibility</th>
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<tr>
<td>• Strategic fit and alignment with PDP objectives</td>
<td>• Knowledge, Technology or System Opportunity</td>
<td>• Objectives, Product Demonstration Plan, Acceptance Criteria, Risk Analysis and Mitigation</td>
<td>• Economic Benefits</td>
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<td>• Product Comparative Analysis</td>
<td>• Budget, ROI and Project Funding</td>
<td>• Social Benefits</td>
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<td>• Commercialization Potential</td>
<td>• Project Team and Resources</td>
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<td>• Strategic Partner</td>
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Preparing a Successful Proposal

• Read the Program Guide
• Use clear and concise language
• Refer to Application Aids
• Address each question in the application and read the question guidance carefully
• Clearly identify the Alberta impact context
• Don’t wait until the last day to submit!
Questions

Alberta Innovates Website: Product Demonstration Program - Alberta Innovates for more information

• Refer to the Program Guide

• Link to FAQs

The Next PDP Program Call #3 expected in September 2021
Contacts

To reach the Technology Development Advisor, please visit our website at https://connectwithus.albertainnovates.ca

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Applicant Portal Technical Issues

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Thank you.