Alberta Innovates TIER Economic Recovery Program

**Full Project Proposal** – **This is an offline word document that provides an opportunity for an applicant to work on their proposal off-line. This is an example only and it merges key elements of the application guide and the online form into this document. Applications must be submitted using the online application portal. In cases of discrepancies, the online form takes precedence.**

**Non-Confidential Summary**

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| * This is a brief, non-confidential summary of the opportunity, the activities to be performed during the term of a possible investment and the anticipated outcomes (300 words). Do not include information which may be considered confidential as this summary may be published by Alberta Innovates. When preparing this section, please compose it using a third-person narrative format.
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**Innovation Opportunity**

Proposals will be evaluated on the strength of the innovation to address the larger problem/challenge that an industry or sector is facing. Innovation Opportunity can exist within the following stages, technology-related applied research, development, integration, and deployment.

**Problem/Challenge To Be Addressed**. When explaining and quantifying the problem/challenge (600 words), consider the following:

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| * **Problem/Challenge:** Describe the context and scope of the problem/challenge.
* **Drivers:** Describe the key drivers for developing a solution.
* **Gap:** Explain the innovation gap that is being addressed.
* **Current Initiatives:** Describe any current actions/initiatives currently addressing the problem.
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**Description of the Innovation**. When describing the innovation (2500 words), consider the following:

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| * **Innovative Solution(s):** Describe the innovation, what it does, and how the application of the innovation will provide a solution to the problem/challenge. Discuss the scientific and/or technical basis of the innovation.
* **Current Status:**Describe results of previous research, studies, and/or development and what has been achieved to date.
* **Process Flow and Mass Balances:** If appropriate, provide a process flow diagram, and energy and mass balances as an attachment
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Identify the Technology Readiness Level (TRL) of the Innovation:

Current State: <insert> At Project Completion: <insert>

**Intellectual Property.** In the Existing Intellectual Property table below, describe the existing intellectual property relating to this Innovation.

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| * Describe the Applicant’s use rights if the Applicant is not the owner of the existing IP (150 words).
* Describe any IP that may compromise the Applicant’s freedom to operate, or why other IP is not an issue (150 words).
* Describe the strategy for management and protection of the new IP expected to be generated from the Project (150 words).
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**Market Opportunity**

Proponents must identify the market opportunity, including the size of addressable market(s) and alignment of the innovation with market needs. The competitiveness of the proposed solution, including advantages relative to existing and nascent technologies will be evaluated. Opportunities for collaboration must be described.

**Describe the target market** (e.g., customer type, geographic regions, etc.) for the Innovation, including possible secondary market opportunities (800 words).

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| * **Problem-Solution Fit:** Identify how the solution clearly solves an identified, high-priority end-user problem in a specific market segment or application.
* **Markets:** Quantify the scope and scale of the market for the solution (i.e. sector, subsector and geography), including total addressable market, serviceable addressable market and provide assumptions/calculations to validate the data.
* **Product-Market Fit:** Outline the strategy to capture market share, including exploiting the competition’s weaknesses, securing supply chains, manufacturing capability, and channels to reach and engage with customers.
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**Describe, compare and contrast your closest direct and indirect competitors** (e.g., technology, business, etc.) and provide a competitive analysis (1500 words).

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| * **Competitive Advantage:** Compare the proposed innovation with the other dominant/leading technologies in the area and quantify how this innovation differs from, and is better than, the others. If appropriate, use a competitive analysis table to summarize the key strengths and weaknesses of the proposed innovation alongside those of the competing technologies; consider developing technologies as well as incumbent technologies.
* **Synergies:** Identify potential synergies between this innovation and those carried out by competitive organizations or other collaborators.
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Describe the Innovation’s value proposition (500 words),

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| * Consider the value proposition for the paying customer, early adopters and other end-users. (E.g. saves time; better quality; easier to use; more convenient; minimizes risk; reduces pain; highly credible; socially responsible; saves money; etc).
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**Customer / end-user validation (500 words).**

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| * Describe how you have validated interest to pay for and/or adopt the Innovation by potential customers/end-users.
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**Proposed Commercialization Pathway**

Proposals will be evaluated on the strength of the commercialization pathway that will lead to application or use of the innovation in Alberta.

When **describing the pathway** (600 words), consider the following:

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| * **Commercialization Pathway:** Explain the pathway and how the project will lead to commercialization in Alberta (own / operate, sell to market, service during operations, license technology to 3rd party, develop and sell company, etc.). The pathway will need to ensure that the remaining business model components are planned or in place, such as obtaining the right suppliers, strategic partners, in-house technical and business operation capabilities / systems, and strong net positive revenue generation.
* **ROI Expected:** Describe the projected long-term return on investment (ROI) and the anticipated timeline.
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**Describe the major business, financial and technical risks** that could arise along the commercialization pathway and what, if anything, can be done to mitigate the risks (800 words

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| * When **describing the major risks** (750 words), focus on addressing the pathway risks as project specific risks will be addressed later in the application.
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Describe the **resources needed to achieve the pathway** (300 words).

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| * Consider the internal skillsets or operating capabilities within your organization (e.g., physical, intellectual and human inputs; infrastructure; equipment; information technology; etc.) that are currently missing and that are needed to make the Innovation a success.
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**Project Overview**

In the Project Overview section, when providing an overview of the project, consider using the headings in the text box below. Note there are two text boxes (800 & 2000 words) available for you to complete this section in the online form. You can follow the online instructions or use the suggestions above to order your responses to this section.

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| * **Project Objective:** State the objectives of the project.
* **Project Methodology:** State the methodology that will be used to meet the project objective(s).
* **Project Deliverables and Outcomes:** Discuss the key milestones, deliverables and anticipated outcomes. A Gantt chart can be attached during the final stage of the application.
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**Project Summary Table**

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| **Proposed Project Start Date** | **Proposed Project Completion Date** | **Project Term(in months)** | **Funding RequestFrom AlbertaInnovates** | **Contribution From Applicant (cash and in-kind)** | **Contribution From Other Sources (cash and in-kind)** | **Total Project Costs (cash and in-kind)** |
| dd/mm/yyyy | dd/mm/yyyy | # | $$ | $$ | $$ | $$$ |
| **% of Total Project Costs:** | #% | #% | #% |   |

**Project Workplan, Budget and Team**

**Workbook - Please download the Alberta Innovates Work Plan and Budget Workbook.** Complete the following tabs of the spreadsheet and attach it in the Attachments section of the Application.

* **Work Plan**: Identify the key milestones and associated tasks, duration and costs needed to complete the project. A final milestone should include a summary of how the project results will be disseminated to key stakeholders. If applicable, discuss how results have been shared with stakeholders in the past.
* **Budget Forecast**: Provide a detailed budget including all expenditures such as capital, materials and supplies, contractors and key vendors, travel, and personnel. The evaluation of the budget is based primarily on cash funding contributions, but in-kind contributions will also be considered. Include any project expenses that are ineligible but may indicate additional investment in the project.
* **Revenue Forecast**: List all project partners and for those providing cash and in-kind funds, indicate the amounts and status of funds being committed to the project.

**Budget Justification** (600 words).

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| * When providing justification for the project budget, also discuss any ineligible project expenses. NOTE: Costs directly attributable to the project spent prior to Alberta Innovates approval may be included in calculations of total eligible project costs for this Program.
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**Team**

In the Team table below, identify the key members of the Project team including their respective role(s), relevant experience/expertise (including technical capabilities, qualifications, etc.), responsibilities and projected time commitment to the Project.

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| --- | --- | --- | --- | --- | --- |
| Team Member | Organization | Title | Relevant Experience / Expertise | Project Role & responsibility | Project Time Commitment (%) |
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When **describing the required resources** (600 words):

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| * Identify the facilities/infrastructure, equipment, and other resources that will be utilized to complete the Project. Discuss how the resources will contribute to the Project success, and highlight any unique features.
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When **describing the governance structures** (300 words), consider the following:

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| * **Champion**: Identify the senior management champion for the project, their role within the project and demonstrate that the organization is fully committed to the success of the project.
* **Management Structure**: Describe the management approach, the management structure, areas of responsibilities, and any other considerations required to achieve the project's objectives, milestones and deliverables.
* If appropriate, include a governance structure image in the Support Documents field of the Attachments section.
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When **describing the project partners** (300 words), consider the following:

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| * **Partners:** Discuss partners involvement in the project and for any unconfirmed cash contributions, discuss the remaining barriers and timelines to achieve confirmation.
* Letters of support from all partners strengthens the application so be sure to attach letters of support at the end of the application process.
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**Project Risk Analysis and Mitigation**

In the Risk Analysis table (example below), identify the key Project risks that have the potential to adversely affect the Project achievability:

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| --- | --- | --- | --- | --- |
| **Key Project Risks** | **Describe the Risk** | **Probability\*** **(H-M-L)** | **Impact\*** **(H-M-L)** | **Mitigation Strategy** |
| Please Select | ... | … | … | ... |
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| Please Select |

 | ... | … | … | ... |
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\*Rate the probability and impact of the risk using the scale of high (H), medium (M) or low (L).

**Impacts**

Proposals will be evaluated on the potential for economic, environmental and social benefits in Alberta during the project and once the innovation is commercialized / knowledge is mobilized. Provide a narrative within the online application **and complete the Performance Metrics tables within the Workbook**.

**Economic benefits -** Provide a quantitative evaluation of economic impacts for the Project and for those that would accrue from successful commercialization (600 words).

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| Include the methodology and assumptions used to arrive at this evaluation and indicate when the impacts will start to accrue and the duration of these impacts: Consider areas such as jobs (i.e., new jobs, retraining, development of HQSP, etc.), sales, improved efficiencies, development of new commercial opportunities or new economic sectors, attraction of new investment, and increased exports. \*HQSP refers to Highly Qualified and Skilled Personnel -those likely to seek a career in science, research, technical, operations, and management activities in Alberta in the next 5 to 10 years. 600 words Estimate the number of full-time equivalent jobs created within Alberta: * During the term of the ## Project:
* Five years after the ## completion of the Project:
* Reasonably expected five ## years after commercial deployment.
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**Environmental Benefits** - Provide an assessment of the direct and indirect environmental impacts, both positive and negative, on environmental systems as a result of the Project and successful commercialization, relative to the current baseline (600 words).

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| Include the methodology, assumptions and, where possible, quantitative evidence used to arrive at this evaluation. Indicate when the impacts will start to accrue and the duration of these impacts. Consider environmental systems such as atmospheric, terrestrial, aquatic, biotic, climate, etc. |

**Social Benefits** - Provide an assessment of the direct and indirect social impacts, both positive and negative, as a result of the Project and successful commercialization (600 words).

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| Include the methodology, assumptions and, where possible, quantitative evidence used arrive at this evaluation. Indicate when the impacts will start to accrue and the duration of these impacts. Consider community and individual health, augmentation of recreational value, safeguarded investments, strengthened stakeholder involvement, leadership within an emerging sector, etc.  |

**APPENDIX A - ATTACHMENTS**

Supporting documents referenced in the application to be attached, should include:

* Figures and tables
* Gantt Chart
* Resumes for at least two of the key project team members
* Letters of Support from project partners

Excel workbooks to be attached, should include:

* Alberta Innovates Work Plan and Budget Workbook