
THE ALBERTA DIGITAL TRACTION PROGRAM

Letter of Support: Guidance for Approved Alberta Entrepreneur Programs Letter of Support

We require a letter of recommendation when applying to the Alberta Digital Traction Program. The letter will be incorporated into the review process within Alberta Innovates. Please note, the letter is a supporting document and does not confirm acceptance into the program. To be eligible to provide a letter of support for an Applicant, you must be at arm's length; cannot have any legal relationship with the Applicant and not be a beneficiary of the project.

The recommendation letter is intended to obtain a deeper understanding of the founding team. Drawing on your pre-existing relationship with the SME, we are looking for an endorsement of the founder's ability to design and develop digital innovations with strong problem/solution fit, inclusive of customer discovery and testing, and meaningful, efficient design sprints, as required by this program. We define a Digital SME as any SME that relies on software development as core to one or more of its products and/or services and intends to rapidly scale in the global marketplace.

Please address the following points, to the best of your ability, in your letter of recommendation for an Applicant:

- 1) Founding Team:
 - a. Describe your relationship with the Applicant
 - b. Balance of technical and business expertise related to innovation opportunity
 - c. Commitment and coachability
 - d. Majority Alberta-based
- 2) Business Model:
 - a. Strength of foundational business model work (problem/solution fit, ICP, value proposition)
 - b. Validation of the idea through customer discovery and understanding of competing solutions
 - c. Traction road map defined, demonstrating customer acquisition milestones towards a scalable business
- 3) Innovation Opportunity:
 - a. Verified stage of product development; is there a minimum viable product/wireframe/etc.?
 - b. Knowledge and use of efficient digital product development methods
- 4) Innovation Potential:
 - a. Market potential and sales/revenue projections
 - b. Investment potential

We will accept letters of support from the approved Alberta entrepreneur programs found [here](#).