ALBERTA INNOVATES

Campus Alberta Small Business Engagement (CASBE) Program

Winter 26/27 Intake

Expression of Interest (EOI) Application Guide

Access, complete and submit the Expression of Interest (EOI) using the online application form in SmartSimple.

IMPORTANT

When drafting and submitting an EOI, address the stated requirements in all sections of the form and ensure information indicated below is included in your responses. This guide does not replace the Program Guide or the SmartSimple instructions.

On the Program Tab

-Select the Priority Area your project most strongly aligns to.

-NSERC co-funding: Answer Yes or No- are you eligible, and would intend to apply to NSERC CASBE for co-funding (NSERC Alliance for universities; NSERC ARD for colleges and polytechnics) for this project.

Note: opportunity for NSERC-Match will be confirmed during the application/review process

On the Opportunity Tab

When explaining the problem/challenge from a customer/end-user perspective:

- identify the Alberta SME partner, and the target customers/ end users of the technology solution to be developed/improved in the proposed collaborative project
- highlight key evidence that the problem/ demand exists; *quantify* the addressable market and credible obtainable market opportunity for the proposed/improved technology solution;
- if the project is intended to improve an SME's existing products or processes, quantify the expected gains (current losses) to efficiency, productivity, revenue etc. the project would address

When describing the Innovation:

Include description of the key competitive advantage of the proposed/improved technology solution and how it differs from relevant competitors and alternative solutions in ways that are meaningful to intended customers or end users.

Technology Readiness Level (TRL): proposed projects for CASBE should be between TRL 2 and TRL 6

On the Proposed Commercialization Pathway Tab

When describing pathway to market-readiness or adoption: Explain how the technology solution could be brought to market and/or adopted into use. Include explanation of the SME partner's role in the project, the relevant capabilities the SME partner brings, and how the SME would adopt and further develop the results in-house, where relevant.

On the Project Overview Tab

Project Summary Table:

- **Proposed Project Start Date and Completion Date:** Enter the start date of March 15, 2027. Actual start dates are confirmed after funding awarded
- **Project Term (in months):** The project duration must be 24 months or less.
- **Funding Requested from Alberta Innovates:** Request a maximum of $150,000 per year, $300,000 project maximum
- **Contributions:** Applicant contributions are not expected in this program. Enter $0 under "Contribution From Applicant (cash and in-kind)." Under "Contribution From Other Sources (cash and in-kind)" enter industry cash and in-kind contribution and any other confirmed funding for the project

On the Team Tab

Include the Alberta SME partner as a member on the Team table, in addition to the research team members/positions

On the Impacts Tab

Under Impacts: relevant potential impacts can include:

- new or improved products/processes expected
- describe expected commercialization/ adoption outcomes in the SME: investment, job or revenue growth targets, productivity/efficiency gains etc.
- HQP training in priority areas and commercialization/adoption pathways
- broader benefits for Alberta, industry segments in Alberta, etc
- other environmental, health or societal benefits
- Include estimates of scale and timeline for impacts where possible