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EARLY STAGE COMMERCIALIZATION FUND 2020-2021 SAMPLE APPLICATION FORM

***PORTAL VERSION OF THE APPLICATION WILL VARY SLIGHTLY, BUT WILL HAVE THE SAME QUESTIONS FROM 1-7.**

I am applying for:		Phase One <input type="checkbox"/>	Phase Two <input type="checkbox"/>
<ul style="list-style-type: none"> Phase one is for first-time projects with technologies in initial stages of development and an opportunity for commercialization identified. Phase two is for projects that have identified an opportunity, target markets and potential revenue streams, have initiated discussions with potential customers and have established a collaboration with a commercial partner. 			
Project Title:			
Executive Summary: 250 words or less summary that is non-confidential			
Yes	No		
<input type="checkbox"/>	<input type="checkbox"/>	Are you aware of any regulations associated with this technology/product?	
<input type="checkbox"/>	<input type="checkbox"/>	Have you filed a patent for this technology?	
<input type="checkbox"/>	<input type="checkbox"/>	Have you obtained any customer feedback?	
<input type="checkbox"/>	<input type="checkbox"/>	Do you have a prototype?	
<input type="checkbox"/>	<input type="checkbox"/>	Have you received other financial assistance for this project? If so, how much in total? \$ _____	
<input type="checkbox"/>	<input type="checkbox"/>	Do you see this as a licensing opportunity or as a new spin-out? If so, which one? _____	
<input type="checkbox"/>	<input type="checkbox"/>	Is this technology assigned to your educational institution?	

1.0 ESCF Project Overview (maximum ½ page)
Describe the proposed ESCF project.

2.0 Description of Discovery (maximum 1½ pages)

Describe the background and current stage of the technology, as well as potential applications and markets. What are the major benefits with respect to existing products or intervention? Are there any barriers to adoption? Include any relevant scientific references.

3.0 Exposure of the Discovery to Date and Intellectual Property (maximum 1 page)

- 3.1 Summarize any public exposure your discovery has had to date, such as articles in publications or non-confidential discussions.
- 3.2 Confirm who has ownership of the discovery.
- 3.3 Describe the intellectual property strategy to protect your discovery. Provide a summary of related patents, prior art and freedom to operate, if applicable.

4.0 Market Analysis (maximum 2 pages)

- 4.1 Market assessment: Describe market potential and target market(s). Provide details on the need for such a product and estimated product sales (e.g., annual sales of similar products already on the market).
- 4.2 Competitive advantage: What are the technologies that currently serve the target market? List any other products in development that are expected to provide near-term solutions to similar problems. Explain why your discovery will prove to be more effective than alternative technologies.
- 4.3 Barrier to competitive entry: What is your sustainable and significant barrier to competitors entering your marketplace?

5.0 Development Plan (maximum 2 pages)

- 5.1 Describe the steps in technology development over the term of the proposed project. Proposed activities may include: intellectual property development; assessment of market potential; development of go-to-market strategies, business plans and strategic plans; development of intellectual property protection strategies; proof-of-concept or



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prototype development; technology design and optimization; pre-clinical testing; clinical validation; and leveraging other funds.

- 5.2 Provide detailed timelines and deliverables for the term of the proposed project. Identify the critical stages in the development plan and steps after the funding period to successfully commercialize the technology.
- 5.3 Outline a potential exit strategy (e.g., spin-out or licensing). What key research, regulatory, and strategic partnership issues need to be addressed to move the discovery to market? Who are the potential regional, national or multinational partners for the technology?
- 5.4 If applicable, outline any regulatory steps or key milestones relating to approval of the technology in Canada or the United States (or other jurisdiction). Also describe any steps undertaken so far towards regulatory approval.

6.0 Project Team (maximum 1½ pages)

- 6.1 Describe the expertise and contribution of each project team member and how it relates to accomplishment of project milestones, both in product development and commercialization. Include industry collaborators, if applicable.

7.0 Budget

- 7.1 Provide a preliminary budget, including cost of research, consulting fees, patenting expenses, etc. List any potential contributions from strategic partners or industrial alliances. Patent costs are limited to 10 per cent of the funding request.
- 7.2 Include all project funding from other sources (e.g., Springboard, ACOA, NSERC, industry partners, etc.) and indicate the percentage of overlap between funding sources. Also indicate sources of funding for other projects and the percentage of overlap with the ESCF project for which you are applying.





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