**Application template**

**Project title:**

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**Team Information**

Please provide your team information in the table below. One of the group members must be a full-time registered student.

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| --- | --- | --- | --- |
| Name | Email | Student? (Y/N) | Role |
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If “yes” a student,

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| --- | --- | --- | --- | --- |
| Name | University | Faculty | Department | Degree |
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1. Describe your innovation and/or technology.

*Describe thoroughly and concisely the problem and solution that this project provides. You may include supporting material such as figures or graphs. Maximum 400 words.*

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1. What is your competitive advantage? Why are you different/better than any other competing innovation? *Maximum 300 words.*

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1. Identify your target market, market size, and market gap. *Describe your competitors and why your project is better. You may include supporting material such as figures or graphs. Maximum 250 words.*

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1. What is your go-to-market plan and business strategy? How you plan to acquire customers/clients/users? How do you plan to scale? *Provide some milestones you wish to achieve. Maximum 300 words.*

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1. What stage best describes your project at this time? explain? Provide an overview of the process that your project will go through to transition from your current stage to a product or service in the market. *Maximum 250 words.*

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| **Stage** | **Description** |
| *Idea or concept* | Requirements gathering, competitive analysis, business model canvas, market research, etc. |
| *Prototyping and Validation* | Value proposition, interview users and customers, minimum viable product (MVP), etc. |
| *Development and Testing* | Developing the project and testing |
| *Marketing* | Acquire customers |
| *Fundraising* | Raise money for the project, family and friends, investors, etc. |

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1. How do you plan to use the seed fund if you win this competition?

*Provide any financial projections including preliminary financial model, and revenue streams. You may include supporting material such as figures or graphs. Maximum half a page.*

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1. Describe the economic and societal benefits resulting from the implementation of this project, if any. How would this project demonstrate a significant benefit to Canada?

*Discuss the economic and positive social impact this project will have on Canada. Will it contribute to a better quality of life for Canadians? Maximum 250 words.*

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