



# SBIC

## SMALL BUSINESS INNOVATION CHALLENGE PARTNERING FORUM

MARCH 1, 2017 | TORONTO



Ontario Centres of  
Excellence  
Where Next Happens



# Overview

- Stimulate increase R&D to support growth of high potential, tech driven SMEs
- 4-Year Program with different Champion Ministries

## Objective

- Engage SMEs to solving pressing public sector challenges
- Provide SMEs with opportunity to develop, test, demonstrate their tech in real-world challenges
- Increase commercialization opportunities through direct funding
- Provide stronger foothold for SMEs to compete domestically and globally in public and private sectors



# Funding Phases

# Feasibility

- Innovative technology at the conceptual stage
- Develop feasibility, technical merit, commercialization potential
- Funds 100% eligible cost, up to max. \$100K
- Max. 6 months project duration

## Deliverables

- Description of tech and how it addresses challenge
- Comprehensive plan to take tech to next stage of proof-of-concept or prototype development & demonstration in experimental setting
- Competitive analysis
- Go-to-market strategy and financing required to get it to market ready

# Product Development & Demonstration

- Support development of tech that are at proof-of-concept stage (i.e. TRL 3) to prototype development up to TRL 7
- Develop, test, demonstrate tech in experimental setting
- Funds 75% eligible cost up to max. \$1M. Applicant must match remaining 25% in cash
- Max 2 years in project duration

## Deliverables

- Tech solution should be ready for next stage of commercialization and market entry
- Depending on tech readiness, may be ready for piloting in real environment



# Technology Readiness Levels



# Eligibility

- For-profit Ontario-based SME (less than 500 employees)
- Incorporated start-ups are eligible
- Committed to commercialize technology in Ontario
- Demonstrated capacity to develop and commercialize technology
- Technology scalable across markets

# Eligible use of funds

## Feasibility Stage

- Market studies to validate commercialization potential, competitive analysis
- Activities directly related to demonstrating technical merit and feasibility of the technology (include collaboration with academia)

## Product Development & Demonstration Stage

- Prototype development, testing, demonstration in experimental setting (include collaboration with academia)



# Application process

- Two-stage process – EOI to Full Proposal
- Selected EOIs invited to Full Proposal Stage

# Timeline

<b>Call for Expressions of Interest (EOIs)</b> <b>Digital Identity Challenge</b> <b>Vehicle Occupancy Detection Challenge</b>	February 14, 2017 February 14, 2017
<b>Small Business Innovation Challenge Forum</b>	March 1, 2017
<b>EOI Submission Deadline</b> <b>Digital Identity Challenge</b> <b>Vehicle Occupancy Detection Challenge</b>	2pm EST, March 31, 2017 2pm EST, April 20, 2017
<b>Invitations for Full Application</b> <b>Digital Identity Challenge</b> <b>Vehicle Occupancy Detection Challenge</b>	April 19, 2017 May 15, 2017
<b>Full Application Submission Deadline</b> <b>Digital Identity Challenge</b> <b>Vehicle Occupancy Detection Challenge</b>	June 13, 2017 July 13, 2017
<b>Award Notifications to Applicants</b> <b>Digital Identity Challenge</b> <b>Vehicle Occupancy Detection Challenge</b>	July 31, 2017 August 21, 2017
<b>Public Announcement of Results</b> <b>Digital Identity Challenge</b> <b>Vehicle Occupancy Detection Challenge</b>	August 2017 September 2017

# Tips and Advice

## Expressions of Interest (EOI)

- EOIs must be submitted through AccessOCE (to be initiated 7 days in advance)
- Limit to max. 1-page per EOI question
- Allocation of budget by expense categories only
- Digital Identity Challenge – Stage 2 only
- Vehicle Occupancy Detection Program – Stage 1 & 2

# Tips and Advice



Encourage Partnership



Scalability and adoption  
across multiple markets

# Contact for questions

**Laura Yu**

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Innovation Procurement Manager  
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The screenshot shows a web page titled "Contact Us" with a sub-header "Business Development Contacts". The page includes a navigation menu on the left with links for "Program Leads", "Sector Leads", "Staff Directory", and "Website Feedback". The main content area features a list of regional contacts, each with a profile picture, name, title, region, and areas of interest. The contacts listed are Samira Afrand, Sara Athasan, Ross Bradsen, and Dr. Bradford T. Brinton. Each contact entry also includes a "Connect on LinkedIn" button and a phone number. A "Frequently Asked Questions" link and a "Want to work for OCE?" button are visible in the top right corner.

Home -> Contact Us -> Business Development Contacts

## Contact Us

### Business Development Contacts

Ontario Centres of Excellence (OCE) operates throughout Ontario, working in close collaboration with Regional and Sectoral Innovation Networks. Our team of highly qualified Business Development Directors and Managers are available to help connect Ontario-based industry to research expertise in Ontario universities, colleges and research hospitals.

There is an OCE Business Development specialist near you. Consult our directory below to contact someone in your area.

#### Your Regional Contacts

**Samira Afrand**  
Business Development Manager  
Regions: Eastern Ontario, Northern Ontario  
Areas of Interest and Expertise: Energy and Environmental Technologies / Clean Tech, Information and Communication Technologies / Digital Media, Small Business Management, Entrepreneur Support  
See a successful project led by Samira Afrand

**Sara Athasan**  
Business Development Manager  
Regions: Southwestern Ontario  
Areas of Interest and Expertise: Advanced Manufacturing, Energy and Environmental Technologies, Clean Tech, Renewable Energy, Entrepreneur support

**Ross Bradsen**  
Regional Director, Southwestern Ontario  
Regions: Southwestern Ontario  
Areas of Interest and Expertise: Advanced Manufacturing and Materials, Advanced Health Technologies, Energy and Environmental Technologies / Clean Tech, Experiential Learning, Intellectual Property Management, Small Business Management, Transportation, Construction  
See a successful project led by Ross Bradsen

**Dr. Bradford T. Brinton**  
Business Development Manager  
Regions: Central Ontario

ANY  
QUESTIONS?

