



## Market Readiness Customer Creation Stage

### PROPOSAL QUESTIONS

*OCE Office use only*

APPLICATION DATA	
Project Title	
OCE#	

#### 1: PROBLEM

- A. What is your product and what is the customer pain that it is addressing?
- B. Describe the value proposition/key differentiator and the sustainable competitive advantage, including any IP.
- C. What is your product's current state of technical development?
- D. What technical barriers have you overcome and what are the next steps with respect to technical development and validation?

- A. (Type Here)
- B. (Type Here)
- C. (Type Here)
- D. (Type Here)

#### 2: MARKET

- A. Who is your customer and how will they benefit from your product? Who will be the end user/consumer of your product?
- B. What customer segments will you target first? How will you reach them?
- C. Describe your customer engagement to date.
- D. What is your business model?
- E. Describe your sales pipeline for the next year.
- F. Who are your closest competitors?

- A. (Type Here)
- B. (Type Here)
- C. (Type Here)
- D. (Type Here)
- E. (Type Here)
- F. (Type Here)



### 3: TEAM

- A. Describe the roles and responsibilities of the team. Include name, title, responsibilities in connection with the project, subject matter expertise, entrepreneurial experience and time commitments to the company (FT or PT status, and existing commitments, if any).
- B. Identify key company management, advisors, mentors and Board of Directors, and/or plans to develop these.
- C. Describe how your team formed and how long you have been working together.
- D. Why are you pursuing this opportunity? What makes you a good team?
- E. Where is the team physically located or planning to be during the next 6-12 months?

- A. (Type Here)
- B. (Type Here)
- C. (Type Here)
- D. (Type Here)
- E. (Type Here)

### 4: OUTCOME

- A. Describe how this initiative will help you get more customers, secure a channel/partner(s), or lead to more investment. What will be the end outcome of this initiative?
- B. What are the key uncertainties about your business at this point? What is your plan to address these uncertainties?
- C. What steps will be required following the outcome of this initiative to build your company/bring your product to market?
- D. Demonstrate how the OCE investment will play a meaningful role.

- A. (Type Here)
- B. (Type Here)
- C. (Type Here)
- D. (Type Here)

### 5: ELIGIBILITY

- A. How much non-governmental, third-party investment has the company received? Please include all amounts and sources.
- B. Clearly state where the IP was developed, and who owns the unencumbered rights. Note any connections to Ontario colleges, universities or Campus Linked Accelerators (CLAs).

- A. (Type Here)
- B. (Type Here)