

SMARTSTART SEED FUND: START-UP COMPANY ENDORSEMENT

THE ENDORSER MUST SEND COMPLETE ENDORSEMENT FORMS TO APPLICATION-SUPPORT@OCE.ZENDESK.COM AND CC' THE APPLICANT COMPANY AND ADVISOR IN THE ENDORSEMENT E-MAIL.

Definitions:

Endorser – signing officer of the endorsing organization

Advisor – individual engaged with the endorsing organization that has the most direct knowledge of the team and market opportunity

To ensure that SmartStart Seed Fund Program supports only high-quality companies, applications to the program must be endorsed by one of the following members of the ONE Network: an OCE-funded Campus Linked Accelerator (CLA), an OCE-funded On-Campus Entrepreneurship Activities (OCEA) program recipient, or by a MEDJCT-funded Regional Innovation Centre (RIC).

Instructions for Advisors:

Each individual Advisor can provide **up to 5** start-up recommendations to be endorsed (there is no limit for Endorsers on the total number of submissions they endorse from all Advisors in their organization). It is expected that the Advisor 1) knows the founders of the company, 2) has recommended a diverse set of entrepreneurs, and 3) the company meets the key qualifications for the program (additional requirements reviewed at the time of application):

- Based in an eligible (FedDev-supported) region in Ontario
- Less than \$250K in previous investment and/or revenue
- Incorporated less than 4 years
- Actively engaged as a client for at least 4 months within the past 12 months, and/or recently accepted to a program involving a selection process (such as an accelerator, a bootcamp/pitch competition winner, recipient of an embedded executive, etc.) within the Endorsing Organization
- Can provide the required 1:1 matching contribution
- Has not received funding from any other FedDev Scientists and Engineers in Business (SEB) or Jumpstart program
- Fits the following suitability criteria: 1) has a team of 2 or more people, 2) is developing a disruptive, tech-based, scalable business focused on a fast-growing or new market, 3) has a minimum-viable product (MVP), and 4) can articulate a product-market fit and sales process.

Please provide a brief letter of support below, to provide context on your experience with the company and why you are recommending them to apply to the SmartStart Seed Fund program. Forward the form to the endorser (signing officer) for signature and submission to OCE.

NOTE: Applicants can receive only one award for the lifetime of the company. Applicants may only submit one application to this round of the program. If the company has been declined for funding in previous rounds, a new endorsement is required.

SMARTSTART SEED FUND: START-UP COMPANY ENDORSEMENT

I attest that the start-up has been actively engaged with the Endorsing Organization as a client for at least 4 months within the past 12 months, and/or recently accepted into at least one program within our organization. We believe that the team demonstrates potential and meets the qualifications of the program. As a result, the Endorsing Organization recommends this start-up for funding by OCE's SmartStart Seed Fund Program.

Applicant Full Name

Applicant Legal Company Name

Endorser Full Name and Title (Endorser must be a signing officer of the organization)

Endorsing Organization Name

Endorser Email Address

Endorser Signature

Date

Advisor Full Name and Title

Advisor Email Address

Advisor's Letter of Support*

*Please provide a brief letter of support by the advisor and make specific reference to your involvement with the applicant.