

OVIN Incubators – New Venture Creation

PROPOSAL QUESTIONS

Instructions: Answer all questions carefully. Provide sufficient details for reviewers to assess the merit of the opportunity. If you want reviewers to consider supporting documentation, please refer to specific document titles in your answers below and upload these documents in the Attachment – Additional Supporting Documents in AccessOCI. Attachments must be brief. For any references, please use footnotes and provide a hyperlink to the information source. Use Arial font with 11 font size throughout.

APPLICATION DATA	
Project Title	Project Title (meaningful description of the project)
Application Number	Application Number (see AccessOCI)

Section 1 – PROJECT OVERVIEW (Maximum = 1 page)

Provide an executive summary of the proposal, highlighting the Market Opportunity & Solution, Project Plan and Team, Commercialization Plan, Return on Investment, and Economic, Social, and Environmental Impact to Ontario.

Answer here

Section 2 – MARKET OPPORTUNITY AND SOLUTION (Maximum = 5 pages)

In this section you should justify the rationale for doing the project, then explain your technology, and what you will develop during the project.

2.1. What market opportunity will this project address? (Maximum = 1 page)

Refer to current problems and deficiencies with available solutions. Include market research data and references.

Answer here

2.2.1. Explain existing technology and its development status, including Technology Readiness Level. (Maximum = 1 page)

What have you developed to date?

Technology should be at Technology Readiness Level 2 minimum at the start of the project.

Include technical details, logical and physical system diagrams, device and/or apparatus drawings/photos, hardware and software platforms used, development tools used, etc.

Answer here

2.2.2. Explain proposed solution, including Technology Readiness Level. (Maximum = 1 page)

What features and functions will be developed to augment and improve existing technology?

Technology should be at Technology Readiness Level 5 minimum by end of the project.

Include technical details, logical and physical system diagrams, device and/or apparatus drawings/photos, hardware

and software platforms used, development tools used, etc.

Answer here

2.2.3. Describe how the solution will address the market opportunity. (Maximum = 250 words)

How will the solution you described in section 2.2.2. specifically address the market opportunity you described in section 2.1.

Answer here

Section 3 – PROJECT PLAN (Maximum = 4 pages)

In this section, you should explain the project objectives, the plan to deliver on these objectives, and the team who will be implementing the plan.

3.1. List the Project Objectives and provide a specific and measurable description of each objective. (Maximum = 1 page)

What functions and capabilities do you intend to have developed and be ready to demonstrate by the end of the project? What does success look like?

Answer here

3.2. In the table below, describe project plan, including milestones, personnel requirements, deliverables, budget, and timelines.

Milestones should follow the SMART methodology: Specific, Measurable, Attainable, Responsible, and Timely. Total project duration must be between four and 10 months.

The project plan should include a final demonstration event as a milestone. For this event, you need to describe what use cases will be demonstrated, where and when it will happen, and who will be invited and expected to participate.

Milestone (checkpoints toward objectives)	Personnel Requirements (human resources required to reach milestone)	Deliverables (specific and measurable results you will achieve)	Budget (eligible expenses required to complete milestone)	Timeline (estimated duration, use generic months "Month 1 to Month 3")
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3.3.1. From the table in section 3.2, identify any potential risks that could affect successful achievement of project milestones and explain proposed mitigation strategies in the table below.

Risk	Probability of Occurrence (Low, Medium, High)	Impact on Project (Low, Medium, High)	Mitigation Strategy
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Click or tap here to enter text.	Click or tap here to enter text.	Click or tap here to enter text.	Click or tap here to enter text.
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Click or tap here to enter text.	Click or tap here to enter text.	Click or tap here to enter text.	Click or tap here to enter text.

3.3.2. From the table in section 3.2., identify any regulatory and licensing requirements needed to conduct the project. (Maximum = 100 words)

Answer here

Section 4 – TEAM (Maximum = 2 pages)

4.1. Applicant Company Information

Complete the table below for the Applicant

Company Description (include a brief history, high-level description of activities, location of operations)	Click or tap here to enter text.
Ownership	Click or tap here to enter text.
Leadership and advisory board	Click or tap here to enter text.

composition	
Description of staff (number and type of staff)	Click or tap here to enter text.
Investments (amounts, sources, and dates)	Click or tap here to enter text.
Current capital raising activities	Click or tap here to enter text.
How this project will be financed (including sources of funds. Confirm that matching funds are from private sources)	Click or tap here to enter text.

4.2.1. From the table in section 3.2, identify each project team member listed in the Personnel Requirements column in the table below. Highlight the relevant expertise that each team member will contribute to the milestones assigned.

Ensure that CVs for each team member are uploaded to the Supporting Documents section of AccessOCI and that details from this table are consistent with the Team Member table in AccessOCI.

Name	Expertise
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Click or tap here to enter text.	Click or tap here to enter text.
Click or tap here to enter text.	Click or tap here to enter text.

4.2.2. From the table in section 3.2, identify any personnel gaps in the Personnel Requirements in the table below. For each unfilled role, describe your hiring plan to fill the role.

Role	Hiring Plan	Responsibility for Hiring	Timeline to Hire
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Section 5 – COMMERCIALIZATION, RETURN ON INVESTMENT, AND IMPACT (Maximum = 5 pages)

In this section, explain the commercialization plan to be executed following completion of the project.

5.1.1. Describe any additional R&D activities required post-project to reach commercial status. (Maximum = 250 words)

For example, if at TRL 5 at the conclusion of this project, what further R&D activities will be required for the solution to be commercially available?

Answer here

5.1.2. Describe any investments and human resources required to reach commercial status. (Maximum = 250 words)

Answer here

5.1.3. Describe any Intellectual Property (IP) that will be created as a result of this project and your creation and protection strategy. (Maximum = 100 words)

Answer here

5.1.4. Describe any expected investment attraction from private capital resulting from this project. (Maximum = 100 words)

Answer here

5.1.5. Provide a high-level go-to-market strategy. (Maximum = 1 page)

What do you anticipate the target market for your solution to be?

How large is this target market?

How do you plan to reach this target market?

What will your solution look like as a product and/or service?

What are potential revenue models?

Answer here

5.2. Outline the Return on Investment from this project by completing the table below that describes and justifies the economic benefits to the Applicant over the next 5 years.

Include forecasts of jobs retained, jobs created, revenues, and investment attraction.

Economic Benefit	Forecasted Numbers for each of the 5 years post-project	Justification (Explain how you arrived at these numbers)
[Applicant Company] Jobs Created and Retained	Click or tap here to enter text.	Click or tap here to enter text.
	Click or tap here to enter	Click or tap here to enter text.

Economic Benefit	Forecasted Numbers for each of the 5 years post-project	Justification (Explain how you arrived at these numbers)
[Applicant Company] Revenue Generated	text.	
[Applicant Company] Investment Attraction	Click or tap here to enter text.	Click or tap here to enter text.

5.3. Describe the social and environmental (as applicable) benefits to Ontario resulting from this project. (Maximum = 100 words)

Answer here

Section 6 – NON-PROPRIETARY DATA AND INFORMATION OUTPUTS

A requirement of OVIN is to collect non-proprietary data and information about the products, services, and technologies supported by OVIN programs including their characteristics, performance, and external requirements. The protocol guiding the collection, sharing, and analysis of the data is referred to as the [Data and Information Sharing Protocol \(DISP\)](#).

Please confirm that you have read and agree to the [DISP's terms and conditions](#) and that you will be able to provide a list of all the non-proprietary data and information elements identified in Appendix 1 of the protocol.

The data is essential to support the operation of the Ontario automobility ecosystem and to advance the development of technology across Ontario's transportation system.

6.1. Your Response (Answer: "Confirmed")

Answer here