



IGNITION FUND 2019 - Application Form

Section 1: Applicant Information

- A. Full name of applicant (please list primary contact only)
- B. Full name of organization/business
- C. Full mailing address of applicant/organization
- D. Telephone number(s)
- E. Email address
- F. Please include a current résumé or CV as an attachment from the principal applicant and all collaborators. Include relevant education, training, credentials, associations, work experience, industry experience, and all other pertinent information. These document(s) should be attached as appendices.

Section 2: Project Information

- A. Elevator Pitch: A summary of proposed product/service and company. **(1 page maximum)**
- B. Overview of the proposed product or service **(3 pages maximum)**

Please provide an overview of the proposed product or service by answering the following questions:

1. What is your product or service?
2. What features does it have?
3. What competitive advantages and/or disadvantages does it have?
4. How is your product or service innovative?
5. What is the market need for your product or service?
6. What Intellectual Property protection options are available or necessary?

C. Founders and Team (2 pages maximum)

Please provide details on your founder(s) and/or team as identified below:

1. Describe the skill sets of the founders and the management team.
 - a) What is your/their expertise and experience?
 - b) Have you/they previously developed a product or service, or started a business?
2. Are there skill sets you will need to outsource or add to your team (hiring)? If so, please explain.

D. Market (4 pages maximum)

1. Describe the target market, size and industry. Who will your customers be?
2. Is there export potential for your product or service? What does that market look like?
3. Is the market currently being met? Who is your competition and what are your advantages/disadvantages?
4. Describe your sales and marketing strategy.
5. What is the revenue model? Example: per unit pricing, per hour pricing, per service pricing, subscription based pricing, royalties, etc.

E. Statement of Work (3 pages maximum)

Outline the development work to be conducted over the next 12 months. Include milestones and timelines.

F. Financial (3 pages maximum)

1. Please explain how the Ignition Fund proceeds will be used to carry out your project plans.
2. Provide a project budget and identify what the Ignition Fund will support. For example:

<i>PROJECT BUDGET</i>	<i>IGNITION FUND will support</i>
<i>Equipment \$7,000</i>	<i>Item 1 \$</i>
<i>Packaging \$7,000</i>	<i>Item 2 \$</i>
<i>Website \$5,000</i>	<i>Item 3 \$</i>
<i>Incorporation 4,000</i>	<i>Etc.</i>
<i>Marketing \$5,000</i>	<i>Etc.</i>
<i>TOTAL \$28,000</i>	<i>Total \$25,000</i>

3. Is there possibility for additional investment? Please provide details.
4. Please prepare a projected 2-year Income Statement.

Section 3: Application Details

Please contact Heather Rossiter, Business Development Officer for questions about the Ignition Fund or your application. She can be reached by email at hrossiter@gov.pe.ca or telephone at (902)368-5125.

Application deadline is **1:00 p.m.** on **July 12, 2019**. Unfortunately, extensions **will not** be considered.

One hard copy **and** one electronic copy must be submitted.