



IGNITION FUND 2023 - Application Guide

The deadline for applications is 1:00 p.m. (Atlantic Daylight Time) on Wednesday, May 24, 2023. Extensions will not be considered. Applications will be submitted by email to IgnitionFund@gov.pe.ca and formatted as one (1) Microsoft Word or Portable Document File (.pdf).

Once you submit your application you should receive an automatic response. If you do not receive an automatic reply that your application is received, please contact Innovation PEI at (902) 368-6300.

Please contact Kathleen Townshend, Senior Entrepreneurship Development Officer (902-213-8497) or Jeremy Heartz, Small Business Development Officer (902-368-4737) for questions about the Ignition Fund.

The information provided in *italics* is intended to help provide context to each section of the **Ignition Fund Application Guide**.

Section 1: Applicant Information

A. Full name of primary contact (please list primary contact only)

Innovation PEI will contact the applicant during the review process. Please include the name of your contact person for the application.

B. Full name of business (current or proposed)

*It is **not** necessary to register a business name to apply for the Ignition Fund but it is helpful to know what the business will be called. You can change the name after the application is submitted.*

PLEASE NOTE: Successful applicants are required to register a business to operate in Prince Edward Island prior to disbursement of any support from the Ignition Fund.

C. Full mailing address of applicant/business

This information is used to contact applicants during and after the application process.

D. Primary applicant contact telephone number(s)

This information is used to contact applicants during and after the application process.

E. Primary applicant contact email address

This information is used to contact applicants during and after the application process.

E. Business location (current or proposed)

This information is used to determine where your business is / will be located. Successful projects will locate business management and operations in Prince Edward Island.

Section 2: Project Information

A. Overview of the proposed product or service (3 pages maximum)

This section helps explain the proposed product or service in greater detail.

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

1. What is your product or service?

Describe the product or service offered in this project.

2. What problem is your product or service attempting to solve?

Define the problem you are attempting to solve. The problem defines the “what” of the project. Is your product/service solving a problem from a short-term trend, or is there long-term need for your solution?

3. Why is your product or service innovative?

Explain what is new or different that makes your offering innovative.

4. Is the innovation sustainable?

What factors will make it hard for competition to replicate what you are doing? E.g. intellectual property protections prevent competitors from using the same design/name/etc., will you be first to market and be able to establish yourself, is there subject matter expertise which is hard to secure or learn, are there other barriers to entry which prevent competitors from easily entering the market?

Not all products or services require Intellectual Property protection. Please explain if yours does or not and what protection you will pursue if applicable. The federal government’s Canadian Intellectual Property Office <http://www.ic.gc.ca/eic/site/cipointernet-internetopic.nsf/eng/Home> may be helpful in determining needs and options.

B. Founders and Team (2 pages maximum)

This information will explain who is part of the project and what additional resources will be necessary to ensure the success of your project.

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?

Explain what expertise and/or experience you and/or your team members bring that will benefit the proposed product or service. This can include, but is not limited to education, employment, volunteer work, personal interest, etc.

b) Have you/they previously developed a product or service, or started a business?

Explain the experience of project team members in starting or operating a business.

2. Are there skill sets you will need to outsource or add to your team (hiring)? If so, please explain.

Outline what sort of external resources you will require to contract or hire for the success of the product or service.

You may 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 included as appendices to the application.

Résumés and CVs help to appreciate what the applicant and/or team will bring to a project. You are encouraged to use your preferred format. These details will fall outside any page limits and are considered as appendices.

C. Market (4 pages maximum)

Please explain the market for your product or service through answers to the following:

1. Who will your customers be? Describe the target market, market size and market potential for your product or service.

Explain the market you are looking to target for sales of your product/service. This can include the geographic area(s) you are considering, what portion of your identified market you plan to target, as well as your preferred sector.

2. Is the market currently being met? Who is your competition and what are your advantages/disadvantages?

Explain if there is room in the market for what you are offering. Identify what, if any, alternatives are available and what your advantages are over them. If this is a new offering, explain how it is better or worse than available alternatives.

3. Describe your sales and marketing strategy.

Describe how you intend to market your product or service.

4. What is the revenue model? Example: per unit pricing, per hour pricing, per service pricing, subscription based pricing, royalties, etc.

Explain what sort of pricing model you will use for your product or service. Pricing of tangible items often is by unit or bundle (case), with services being priced by unit of time or job. Royalties or subscriptions might also be models to consider. Other pricing scenarios are also possible, please explain what you intend to use.

D. Statement of Work (4 pages maximum)

Please provide a Statement of Work through the following:

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

Projects can be at any stage to apply. Please explain what work, if any, has gone into the project so far and what else is required to move forward. Please also provide a timeline to complete the work including milestones.

2. Provide a project budget and identify what the Ignition Fund will support. For example:

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

3. Does the project require additional funds for the project? If yes, please provide details on where these funds will come from.

Additional investment can come from a variety of sources including personal savings, other funding programs, fundraising, private investors, angel investors, etc. Explain how you intend to financially support your project if it is in excess of the assistance provided by the Ignition Fund.

4. Please explain how the Ignition Fund proceeds will be used to carry out your project plans.

Every project is different in size and scope. Financial assistance from the Ignition Fund could fully fund some projects but may contribute to a portion of others. Explain how the Ignition Fund will support your project.

5. What is your estimated sales forecast for years 1, 2, 3? Provide an explanation on how you arrived at the numbers.

Include your estimated sales for the first, second, and third year. Please explain how you arrived at the numbers. For example, x number of units sold per week multiplied by the cost per unit.

6. Describe the economic benefit to Prince Edward Island.

Examples of economic benefits to Prince Edward Island include: planned number of jobs to be created, purchases from Prince Edward Island suppliers, export sales or import replacement.