



## Application Form

### Section 1: Applicant's Contact Information:

- A. Full name of applicant including title/position (please list primary contact only)
- B. Full name of organization/business
- C. Full mailing address of applicant/organization
- D. Phone / cell number
- E. Email address
- F. Contact person (if different from owner): Include name, title, email and phone number.
- G. Number of full-time employees (current and planned through project)
- H. Please provide an up-to-date resume or CV from the principal applicant and all collaborators. Be sure to 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 Description and Applicant Overview

- A. Project name or title (should be brief and could be published if support is offered).
- B. Provide a summary of the proposed project (Maximum 2 pages). Please include:
  - Background/history on your business and research.
  - A thorough description of the proposed project and the product/service that will be developed.
  - How the project fits within one of the strategic sectors.

- C. Describe your experience and skill sets that will ensure successful completion of your Pilot and Discovery Fund project (maximum 1 page).
- Identify your strengths and those of your team.
  - What combination of skills, experience, and education do you have, or can access, that will ensure the successful completion of the project?
  - Have you or your company previously developed a new product or service? If yes, briefly describe the new product/service and its success.

### Section 3: Innovation

- A. Detail how the proposed product, service or process is innovative (maximum 5 pages).
- Describe the characteristics that make this product/service innovative. What are the novel characteristics?
  - What is the problem that your product/service solves?
  - Provide a competitive analysis to similar products available in the market. How is the proposed product/service different from what is currently available?
- B. Outline an intellectual property plan for the proposed new product or process, either by patent, trade secret, etc. and rationalize the protection of the invention. If protection is not appropriate, please explain (maximum 1 page).

### Section 4: Commercialization

- A. Outline how the proposed product/service will be commercialized (maximum 2 pages).
- Describe the sellable features of the product. Who will buy it and why? Any customer interest shown to date?
  - Is it considered a niche product? Will it fill a need?
  - Is the market being met by competitive products or is there a gap?
  - How will you get your project to the market? How will revenue be generated?
  - Is a commercialization partner required to move this project into the market?
- B. What is the economic impact to PEI (maximum 2 pages)?
- Will this project produce or lead to future job creation?
  - Will this project increase your revenue and/or lower costs?
  - Will the product, service, or process be delivered or developed from PEI?
- C. Describe the risks and challenges associated with the proposed project and your strategy to overcome them (Maximum 1 page).

### Section 5: Project Plan

- A. Provide a statement of work that outlines the objectives of the proposed project. Include project milestones with timelines and stage deliverables (maximum 3 pages).
- B. Provide a project budget (maximum 2 pages).
- a. Identify other funding providers (both confirmed and pending approval) to finance the project.
  - b. Indicate which expenses will be covered by this **assistance** and those of our contributors.
  - c. Provide an explanation of the line items.

## Section 6: Ethical Impacts

- A. Identify all ethical considerations for the proposed project (including the use of human subjects and testing, information privacy, or environmental implications) and how you are addressing these concerns. If the project has been reviewed by an ethics board, please provide written affirmation of the project's approval.

**NOTE:** You are permitted to attach any correspondence, reference letters, or e-mail agreements, etc. that you feel would be beneficial to your application. These attachments should be presented as an appendix at the end of your application. The appendices section will not affect your overall page count indicated. In the event that you do utilize the appendix section, please reference materials throughout your application.

## Section 7: Peer Review Committee Input

- A. Suggest up to three (3) reviewers that you feel have the expertise to review your application. Please include all information for these required fields:
  - i. Name
  - ii. Address
  - iii. Phone Number
  - iv. E-mail
  - v. Area(s) of Expertise
- B. With reference to reviewers, if for any reason you do not wish a certain individual(s), or affiliate of a company, institution, or corporation, to review your application, please indicate those individual(s) or related organization(s) below. An explanation is not required.

**NOTE:** Innovation PEI reserves the right to make the final selection of reviewers and will ensure that suggested reviewers are not in a conflict of interest. Not all suggested reviewers will be contacted to participate. Suggested reviewers should reside in PEI or be willing to travel without compensation.