

Social Impact Fund Application – Reference Document

Thank you for your interest in applying to the UCeed Fund.

This document provides the full list of questions you will find in the application form and is to be used as a reference to help you prepare your application.

Applications must be submitted by the following deadlines to be guaranteed for funding consideration: **April 30, 2019, September 30, 2021.**

Do not include any confidential information about your business venture. Do not include any confidential information about any intellectual property, technologies, products, or services that will be commercialized by your business venture.

Note: All text box fields are set to a 500-word maximum.

Contact Information

1. Salutation:
 - a. Mr.
 - b. Mrs.
 - c. Ms.
 - d. Dr.
 - e. Prof.
2. First Name*
3. Last Name*
4. Title*
5. Phone*
6. Email*
7. Street*
8. City*
9. Country*
10. Postal Code*
11. LinkedIn Profile
12. Affiliation with the University of Calgary (if applicable).
13. Affiliation with the United Way of Calgary and Area (if applicable).
14. If other, please specify.

Team Information

1) Co-founders*

Please state names, roles and indicate the primary contact person.

2) Number of Employees (full-time equivalent, including founders) *

3) Describe the roles of the core team and the qualifications of the individuals, including any experience with commercialization or social enterprise development. *

4) When did you start working on this venture? *

5) Have you identified gaps on your team? If so, how do you plan to address them? *

6) If your venture has a Board, advisory board, or mentors, please list their names and roles. *

7) Is there anything else you would like to tell us about the team? For example, emphasizing experience, success, specific expertise. *

Innovation Overview – do not include confidential information about the technology

1) Succinctly describe your venture and the problem you are solving.

2) Describe your core technology or innovation in non-technical terms. Be specific on how your technology, product, or service relates to the problem you are trying to solve. *

3) Is your technology or innovation evidence-based? Refer to any publications or data to substantiate. *

4) What is novel about your technology or innovation? *

5) Do you have any Intellectual Property in place or filed? If yes, please describe and cite any patents or trademark filings as relevant. *

6) List all non-dilutive grant and research funding that has been provided in support of the development of this technology/innovation.

- 7) List all significant collaborations with other labs/universities that exist for the development of this technology/innovation. *
- 8) List all publications by the team on which your technology/innovation is based. *
- 9) Has the research on which your technology/innovation is based been replicated by another researcher or third party? If yes, please describe.
- 10) How proven and ready for use is the technology/innovation? What are the remaining steps to market-readiness? *
- 11) Which of the following describes your current Technology Readiness Level (TRL): * - **select one.**
 - a. Level 1: Basic principles of concept are observed and reported
 - b. Level 2: Technology concept and/or application formulated
 - c. Level 3: Analytical and experimental critical function and/or proof of concept
 - d. Level 4: Component and/or validation in a laboratory environment
 - e. Level 5: Component and/or validation in a simulated environment
 - f. Level 6: System/subsystem model or prototype demonstration in a simulated environment
 - g. Level 7: Prototype ready for demonstration in an appropriate operational environment
 - h. Level 8: Actual technology completed and qualified through tests and demonstrations
 - i. Level 9: Actual technology proven through successful deployment in an operational setting

Market

- 1) Describe your customer and define their problem. Who will pay for your product, service, or innovation? Show how you have validated that this problem exists. *
- 2) How does your solution solve this problem for your customers? *
- 3) How are your customers solving this problem today? *

- 4) What market(s) are you targeting? What is the market size and its relevant trends? Is the market growing? Provide any evidence. *
- 5) Who are your main competitors? What is your unique value proposition within the competitive landscape? *
- 6) Explain your business model. How will you make money? *
- 7) Describe your key stakeholders and beneficiaries. These may be the same or differ from your customer. *
- 8) Does your company advance the [United Nations' Sustainable Development Goals](#)? If yes, please indicate no more than three, and how. *
- 9) In five years from now, how is the world different because of your solution? 10-20 years? How would you describe or quantify your impact? *
- 10) Describe how your solution may shift systemic structures related to the social issue you aim to effect. *

Company Development

- 1) Venture Name (legal name)*
- 2) Incorporation Date *
- 3) What industry does your technology/innovation target? Please describe. *
- 4) Venture Website
- 5) AngelList Profile
- 6) CrunchBase Profile
- 7) Stage of Venture: *
 - I. Concept and Research (have a business idea/still doing research)
 - II. Committing (building the product/service)
 - III. Prototype (have an MVP, no customers yet)

- IV. Validating (early customers testing product/service)
- V. Scaling (have a product in sales)
- VI. Establishing (profitable)

NOTE: The following questions are required for all Stage of Ventures listed as Prototype or beyond (Levels III – VI). *

- a. Describe how much has been invested into the venture (investment dollars in exchange for shares) and describe the relationship to the company (friends/family/3rd party).
- b. Do you have interest/engagement of a potential customer or commercial partner? If yes, please describe.
- c. Have you generated any revenue to date? If yes, please describe.
- d. List any programs (incubators, accelerators) or awards you have participated in/received for this company or innovation.
- e. Describe any other current evidence of success or traction. You may want to include customer interviews, product development, users or user growth, or other indicators of progress.
- f. Describe your plan and timelines to execute and grow your social venture.
- g. Define your business risks. What keeps you up at night?
- h. Do you have a Quality Management System in place? If yes, please describe.
- i. Do you have a regulatory strategy? If yes, please describe.
- j. Do you have an impact measurement strategy or approach? If yes, please describe.
- k. How does your organization approach procurement, employee conditions, and sustainability practices related to governance or operations?

Funding Ask

- 1) How much money are you asking to raise from UCeed? *
- 2) What is/are the major technology/innovation or business milestone(s) that you are trying to achieve with these funds? *
- 3) Specifically, how will these funds be used in pursuit of this goal and how long will it take to achieve? *
- 4) Are you seeking an equity investment or a loan? Why? *
- 5) If applicable, have you considered an exit strategy? If so, what does it look like?

Additional Venture Information

- 1) Is there anything else you'd like to tell us?
- 2) Please list any materials (e.g. patents, publications, market reports) or other documents (e.g. resumé, product design, etc.) that you feel would strengthen your application.

Additional Personal Information

We are dedicated to contributing to a diverse and inclusive ecosystem that represents the communities in which we serve. This information helps us address and remove barriers and biases to access and success of diverse students, staff, and faculty. Consistent with best practices, we will never report on groups with less than five respondents, and UTI Limited Partnership ("ULP") o/a Innovate Calgary may disclose this information to others outside of ULP in aggregate and non-identifiable ways.

This section is optional and is not required.

Gender

- Male
- Female
- Non-binary
- Other
- I prefer not to answer.

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Pronouns

- She/Her
- He/Him
- They/Them
- Other
- I prefer not to answer.

Do you identify as:

- Non-binary
- Man
- Two-Spirit (Indigenous)
- Transgender
- Woman
- Another gender identity
- I prefer not to answer.

The options listed below are based on the Alberta Human Rights Commission's definition of sexual orientation. Do you identify as:

- Two-Spirit (Indigenous)
- Asexual
- Bisexual
- Gay
- Heterosexual
- Lesbian
- Queer
- I prefer not to answer.

The Government of Canada's Canada Employment Equity Act and Statistics Canada both define visible minorities as persons – other than Aboriginal peoples – who are non-white in colour. General groupings defined by Statistics Canada for the visible minority variable are included below. We recognize that there may be a preference to instead identify as a "person of colour" or by an individual's ethnicity. However, for the purpose of this question, please use the definition provided by the Canada Employment Equity Act and Statistics Canada.

In accordance with Statistics Canada and the Canada Employment Equity Act, "Aboriginal" is defined by the Government of Canada as First Nations (Status, Non-Status), Metis, or Inuit, and was established by the federal government as an umbrella term for diverse Indigenous peoples in Canada.

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All of these identities are part of the umbrella term of Aboriginal Peoples. You may also identify as an Indigenous person from outside of Canada.

Do you identify as:

- Indigenous / Aboriginal
- White
- Visible Minority
- I prefer not to answer.

The racial and ethnic group I identify with is:

- Arab
- Black (e.g., African Nova Scotian, African Caribbean)
- Chinese
- Filipino
- Japanese
- Korean
- Latin American
- South Asian (e.g., Indian, Pakistani, Sri Lankan, etc.)
- Southeast Asian (e.g., Vietnamese, Cambodian, Laotian, Thai, etc.)
- West Asian (e.g., Iranian, Afghan, etc.)
- White (e.g., European, North American, Pakeha)
- I prefer not to answer.

Do you have any disabilities that we should be aware of?

- I have a physical disability.
- I am a neurodivergent or neurodiverse. (e.g., ADHD, Autism, Dyslexia)
- I do not have a disability.
- I prefer not to answer.

If you do have a disability, please suggest how Innovate Calgary can accommodate and support you during your participation in the UCeed Social Impact Fund program.

Is English your...

- First language
- Second language
- Third language
- I prefer not to answer.