

## Energy Fund Application – Reference Document

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

Applications are open to startups and any organized divisions/teams and research groups affiliated or collaborating with a post secondary institution or Canadian university.

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 current intake deadline indicated on the website.

**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. Please keep this in mind when developing your responses.**

**\*indicates a mandatory field**

### Contact Information

Every venture should assign one primary contact person.

1. Salutation
  - a. Mr.
  - b. Mrs.
  - c. Ms.
  - d. Mx.
  - e. Dr.
  - f. Prof.
2. First Name\*
3. Last Name\*
4. Professional Title/Role\*
5. Phone\*
6. Email\*
7. Street\*



8. City\*
9. Country\*
10. Postal Code\*
11. University affiliation (if applicable)
12. LinkedIn Profile
13. Additional Profile (e.g., Personal Website, GitHub Profile, Google Scholar Profile)

### Venture Overview

- 1) Venture name (legal name)\*
- 2) Incorporation date\*
- 3) Business sector: \*
  - a. Advanced Materials
  - b. Agriculture and Food
  - c. Air Quality
  - d. Artificial Intelligence and Machine Learning
  - e. Biofuel and Biochemicals
  - f. Carbon Capture, Utilization and Sequestration
  - g. Circular Economy
  - h. Construction
  - i. Energy Efficiency Solutions
  - j. Fuel Cell and Hydrogen
  - k. Information Technology
  - l. Manufacturing
  - m. Methane Technologies
  - n. Mining, Quarrying, and Oil and Gas Extraction
  - o. Nuclear Power
  - p. Recycling and Waste Management
  - q. Smart Grid Solutions
  - r. Solar Technologies
  - s. Transportation
  - t. Utilities
  - u. Waste and Wastewater Treatment
  - v. Wind Technologies
  - w. Other [Please specify]
- 4) Venture website.
- 5) Link to other online profiles, e.g. AngelList, Crunchbase, LinkedIn, Social Media Profile.

- 6) What's your elevator pitch? Succinctly describe your venture.\*
- 7) What is the long-term vision for your venture? Describe where you would like the venture to be in 10-years.\*

## Technology

1. Describe your core technology in non-technical terms.\*
2. What areas of science does your technology draw from?\*
3. What is novel about your technology?\*
4. What are the primary technical challenges that need to be overcome with your technology?\*
5. Do you have any intellectual property in place or filed?\*

  - a. Yes (please describe and/or cite any patent or filing numbers).
  - b. No (please describe the current IP strategy).

6. Please list all research grants that have been provided in support of this technology's development.\*
7. Please list all publications by the team on which your technology is based.\*
  - a. Has the research on which your technology is based been replicated by another researcher or third party?
8. Please list any collaborations with other labs/universities/companies that exist for the development of this technology.\*
9. Which of the following describes your current Technology Readiness Level (TRL):\*
  - 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/sub-system 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 demonstration.
  - i. Level 9: Actual technology proven through successful deployment in an operational setting.
10. Is machine learning or artificial intelligence a part of the core technology?\*
11. Please describe the level of commercialization that has been achieved with this technology. Specifically, has the technology or know-how been licensed or assigned to a company?

### Company Development and Capital Requirements

If the technology has been assigned or licensed to a company, please complete the following section.

1. 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)
2. List any non-dilutive funding, in-kind contributions, or program support that you have received from this venture (including dollar amounts). \*
3. Describe how much has been invested into this venture (investment dollars in exchange for shares) and describe the relationship of the investor to the company (founders/friends/family/3<sup>rd</sup> party)? \*
4. What is your revenue to date? \*
5. How much is your current Runway and Burn Rate? \*
6. Do you have interest/engagement of a potential customer and/or commercial development partner? If yes, describe. \*
7. Describe your plan and timeline to execute and grow. \*
8. Define your business risks. What keeps you up at night? \*

Have you considered an exit strategy, and if so, what does it look like? \*

### Team Information

1. Co-founders or inventors \*  
Please state names and roles and indicate the primary contact person.
2. Total number of employees or researchers (full-time equivalent, including founders). \*
3. Describe the roles of the core team launching/operating the venture. What are their qualifications, including relevance of these skills to commercialization and/or development of the venture's core technology? \*
4. When did you start working on this venture? \*
5. Have you identified gaps on the team? If so, how do you plan to address them? \*
6. If your venture has a Board of Directors, Advisory Board, advisors or mentors, please list their names and their roles. \*

7. Have you or any members of your team successfully commercialized a technology or founded a company in the past? If so, please describe.\*

### **Business Model and Market Opportunity**

1. Describe your customer. What problem is your technology/product solving for them? How have they dealt with this problem in the past?\*
2. Explain how your technology/product solves the problem described above and why it is, or could be, superior to existing alternatives?\*
3. What market(s) are you targeting and what is the size of the market?\*
4. Who are your main competitors and why? How is your venture or technology different?\*
5. Please describe what your revenue model looks like or could look like. How will the venture make money? Describe the core product or service that you are or would be offering.
6. Why is now the time to invest in your technology/ venture?\*

### **Sustainability**

1. Describe the primary environmental benefits of your technology and how it would achieve them.\*
2. Select all the following statements that describe your technology:\*

  - a. Builds on research and understanding of greenhouse gas emissions reduction;
  - b. Energy efficiency and fuel switching in residential, commercial, industry and transportation;
  - c. Renewable and low-emission energy (e.g. hydro, biomass, wind and solar);
  - d. Reduces greenhouse gas emissions from transportation (e.g. electric and alternative fuel vehicles and associated infrastructure, encourages alternative forms of transportation);
  - e. Reduces greenhouse gas emissions from waste or agriculture (e.g. waste diversion, greenhouse);
  - f. Gas emission capture and production of green energy);
  - g. Enhances or creates carbon sinks or offsets (e.g. sequestration in natural areas such as forests and agricultural land);
  - h. Smart, low-carbon development opportunities aimed at reducing greenhouse gases (e.g. sustainable land-use planning, lifecycle assessments of infrastructure projects, sustainable community design);

- i. Implements a technology that will lead to conservation of resources and/or circularity (e.g., recycling, etc.).
  - j. Other
3. Please describe how your technology could positively impact energy poverty and/or energy stability around the world

### Funding Ask

1. How much money are you asking to raise from UCeed?\*
2. What is/are the major technology and/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 raising more capital? If so, how much in total? List any other committed investors.\*

### Additional Venture Information

1. Is there anything else you'd like to tell us?
2. If you currently have a pitch deck, please provide a link to view or download.
3. Please list any materials (e.g. patents, publications, market reports) or other documents (e.g. resume, product design, etc.) that you feel would strengthen your application.
4. How did you learn about UCeed? If referred, please indicate the individual.