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.

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 intend to be succinct in your responses.

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.

Venture Overview
1) Venture Name (legal name)*

2) Incorporation Date *

3) What industry do you operate in? Please describe. *

4) Venture Website if applicable

5) Link to other online profiles, e.g. AngelList, CrunchBase, Facebook, or other online source.

6) What's your elevator pitch? Succinctly describe your venture. *

Team Information

1) Co-founders*
Please state names, roles and indicate the primary contact person.

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

3) Describe the roles of the core team launching/operating the social venture. What are their qualifications, including relevance of these skills to 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 you would like to tell us about the team to help us understand your ability to execute? *

8) Describe recent advice you've received for your venture that was surprising or meaningful. *

Business Model Overview

1) Describe your revenue model. How will you make money? Describe the core product(s), services(s) or program(s) that you are offering. *

2) Describe your customer. What problem are you solving for them? How have they dealt with this problem in the past? *

3) How would you describe the value you create for this specific customer, your "value proposition"? *

4) How do you sell to your customer? Where/how do you find them? *

5) Describe your target market(s). What is the market size and its relevant trends? Is the market growing? Provide any evidence. *

6) Who are your competitors? How are you different? *

7) Why is now the time to launch your venture? Include any evidence. *

Innovation Overview – do not include confidential information about the technology

8) What is innovative about your product, service, business model or approach? *

9) Do you have a working prototype? What are the remaining steps to market-readiness if any? *

10) How has your innovation been tested? Is it evidence-based? Refer to any publications, data, or customer testing to substantiate. *

11) How do you plan to protect your idea from competitors and imitators? If you have any Intellectual Property in place, please describe and cite any patents or trademark filings. *

12) List all publications by the team on which your technology/innovation is based, if applicable.

13) 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

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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

Social Impact

1) Describe the person(s) impacted by your venture (key stakeholders and beneficiaries). *

2) In five years from now, how is the world different because of your solution? 10-20 years? *

3) Describe how your solution may shift systemic structures related to the social issue you aim to effect. *

4) Have you identified individuals or organizations in the social sector that you could collaborate with to expand the impact of your venture? *

5) If you have an impact measurement strategy in place, please describe. If you do not, please describe how you intend to quantify or measure your impact. *

6) Does your company advance the United Nations' Sustainable Development Goals? If yes, please indicate no more than three, and how. *

7) How does your organization approach procurement, employee conditions, and sustainability practices related to governance or operations? *

Company Development

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)

14) List all non-dilutive grant and research funding that has been provided in support of the development. *

15) Describe how much has been invested into the venture (investment dollars in exchange for shares) and describe the relationship to the company (founders/friends/family/3rd party) if applicable.

16) What is your revenue to date?

17) Do you have active customers/users/partners currently using the product? If so, please describe. *

18) List any programs (incubators, accelerators) or awards you have participated in/received for this venture or innovation. *

19) Define your business risks. What keeps you up at night? *

20) If the venture is being launched within an existing charity/non-profit, please describe steps taken to ensure readiness among staff, board members, and/or key stakeholders. Any insight into management of the venture and relationship with parent organization operations is helpful.

Funding Ask

21) How much money are you asking to raise from UCeed? *

22) Are you raising more capital? If so, how much in total? Include any other committed investors. *

23) Describe what you'll do with the money, your "use of proceeds", and how this will move the company forward. *

24) What is the timeline to grow your venture, and key milestones? *

25) Are you seeking an equity investment or a loan? *

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26) 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) 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. 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.

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. 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.