# A picture containing food, table, salad, plate Description automatically generated

# **SmartGrowth Program**

## 2021-22 LETTER OF INTENT (LOI) WRITTEN PROPOSAL

**LETTER OF INTENT WRITTEN PROPOSAL – SMARTGROWTH PROGRAM**

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| **COMPANY INFORMATION:** | |
| **Company Name** |  |
| **Brief Company Description**  (500-word max.)  *Please include:*  *a) Brief company overview*  *b) An explanation of your company’s product/technology/service*  *c) An explanation of how your company benefits or supports the Canadian agricultural industry* |  |
| **Describe the problem your product/technology/service is solving**  (250-word max.) |  |
| **Describe how your product/technology/service is uniquely solving this problem**  (250-word max.)  *Describe innovation in terms of product, process, marketing and organizational uniqueness to the region, in Ontario, or beyond.* |  |
| **SECTION A: HIGH-LEVEL PROJECT OVERVIEW** | |
| **Project Overview**  (500-word max.)  *Provide a high-level overview of anticipated project activities and objectives.*  *Highlight the strategic importance of this project for your company’s growth.* |  |
| **Project Outcomes**  (200-word max.)  *What impact will the proposed project have on job creation, revenue generation, and/or attracting new investment?* |  |
| **SECTION B: OVERVIEW OF PROJECT TEAM** | |
| **Project Team & Partners**  (300-word max.)  *Provide a brief overview of the company’s leadership team that will execute the project.*  *Describe the role of partner business/organization and their product/services. What is their involvement in regard to the project? (if applicable)*  *\*Please note that project partners must be at arm’s length from your company.* |  |
| **SECTION C: HIGH-LEVEL PROJECT BUDGET** | |
| **Project Budget**  (300-word max.)  *Provide an overview of how the funding will be used. Include anticipated expenses relating to each activity.*  *Highlight any funding support being used towards this project from other sources.* |  |
| **Total Project Budget** |  |
| **Total Funding Requested**  (max. 40% of total budget; min. $40K, max. $100K) |  |
| **Date Submitted** |  |