# 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** |       |