**APPLICATION WORKBOOK – OAFRI COMMERCIALIZATION STREAM**

**Please submit your Application Workbook, Budget Workbook, and all supporting documentation online using this link:** [**OAFRI - Intake Form**](https://agritechcentre.wufoo.com/forms/p1s76zw509od8bg/)

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| **SECTION A: ORGANIZATION & TECHNOLOGY OVERVIEW (continued)**  |
| **Organization Name** |       |
| **Brief Organization Description**(100-word max.) *Non-confidential summary.*  |       |
| **Brief Technology/Product Description & Value Proposition** (200-word max.)*Briefly describe your current understanding of the value proposition of your product in the eyes of the customer. What problem are you trying to solve in the market?* |       |
| **Describe how your product/technology is innovative or unique to Ontario**(200-word max.)*What is new, technically novel, unique, or innovative about your product/technology?* *What does your product/technology do that no other competing product can do in Ontario?*  |       |
| **Indicate where your product/technology impacts the agri-food value chain** | [ ]  Environmental stewardship [ ]  Retailers[ ]  Producers [ ]  Customers (end-users)[ ]  Processors [ ]  Marketers [ ]  Food/Ag service companies [ ]  Other:       |
| **Who are the primary customers or most important industry adopters in Ontario that you plan to target?**(150-word max.)*Describe and support with any evidence/data, the market’s need/desire for your product/technology.*  |       |
| **Who are your competitors, if known, or who do you predict will be the strongest competitors in this market sector?** (150-word max.) *What are your target customers/or/adopters currently using to address the market problem or need?* |       |
| **How do you plan to differentiate your product/technology from current solutions on the market?** (150-word max.) *Describe the current performance of your product/technology and data and compare it to competitive products.*  |       |
| **Technology Readiness Level (TRL)** *Select one only.*  | [ ]  1 – Basic principles of concept are observed[ ]  2 – Technology concept and/or application formulated [ ]  3 – Analytical and experimental critical function and/or proof of concept[ ]  4 – Component and/or validation in a laboratory environment [ ]  5 – Component and/or validation in a simulated environment [ ]  6 – System model or prototype demonstrated in simulated environment [ ]  7 – Prototype ready for demonstration in an operational environment [ ]  8 – Technology completed and qualified through testing and demos[ ]  9 – Actual technology proven through successful deployment in an operational setting  |
| **List the three (3) most important achievements that demonstrate the current TRL of your product/technology**(50-word max. per point) *(i.e., feasibility studies, market assessment, safety tests, etc.)* | 1 -      2 -      3 -       |
| **What are the barriers that need to be removed before you can fully commercialize your product/technology?****Describe the Barriers** (100-word max.)  | [ ]  Patents and/or trade secrets [ ]  First to market [ ]  Subject-matter [ ]  Regulatory [ ]  Network effects [ ]  Market assessment / research[ ]  Product development[ ]  Safety / efficacy testing       |

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| **SECTION B: PROJECT OVERVIEW & PROJECTED OUTCOMES**  |
| **Project Title** |       |
| **Project Type** *Select one only.*  | [ ]  Project Type A: Market Validation [ ]  Project Type B: Product Development  |
| **Project Start Date** |       |
| **Project End Date** |       |
| **Project Description** **(500-word max.)***Please include an overview of the project and a clear explanation of the scope and resources required to complete the project.*  |       |
| **Primary Location of Project** | Address:      Province:      Postal Code:      County:       |
| **Total Project Budget** | $      |
| **Total Funding Requested***If total project budget exceeds total funds requested, list all other sources of funding to be used towards this project.*  | $     Other funding sources:       |
| **Project Sub-Type***Select all that apply.*  | [ ]  Adopting a new technology, process, or product [ ]  Assurance activities[ ]  Business development[ ]  Environmental, climate change mitigation, and/or adaptation [ ]  Commercialization [ ]  Domestic market development[ ]  International market development [ ]  Pre-commercialization development, prototyping, and demonstration[ ]  System, equipment, and/or facility modernization [ ]  Training, knowledge transfer, and awareness training  |
| **Canadian Agricultural Partnership Priority Area(s) to be Addressed** *Select all that apply.*  | [ ]  Economic development [ ]  Environmental stewardship [ ]  Protection and assurance [ ]  Cross-cutting  |
| **OMAFRA Research Priority Area(s) to be Addressed***Select all that apply.*  | [ ]  Food safety [ ]  Animal health and welfare [ ]  Plant health and protection [ ]  Soil health [ ]  Water quality and quantity [ ]  Sustainable production systems [ ]  Productive land capacity [ ]  Competitive production systems [ ]  Innovative products and product improvements [ ]  Trade market and target sector growth opportunities |
| **Explain in further detail how your project will address one or more of OMAFRA’s research priority areas as indicated above**(150-word max.)  |       |

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| **PROJECT TEAM MEMBERS**  |
| **Internal Project Team Members** *If you are hiring new staff to execute the project, indicate the “name” as “new hire”.*

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| **Name** | **Position, FTE & Affiliation**  | **Role, expertise, and participation in project** |
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| **External Project Team Members / Suppliers**

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| **Name & Organization**  | **Position, FTE & Affiliation**  | **Role, expertise, and participation in project** |
|       |       |       |

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| **HQP Trained as Part of this Project (i.e., undergraduates, graduate students, post-docs)**

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| **Name & Organization**  | **Position**  | **Expertise, and participation in project** |
|       |       |       |

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| **PROJECTED OUTCOMES**  |
| **Revenue Generation**(100-word max.)*4-year projected incremental revenue growth (%) as a result of this project.* |       |
| **New Investment Secured**(100-word max.)*Will the project attract new investment? If so, how? Outline projected sources of investment.* |       |
| **Intellectual Property (IP)**(100-word max.) *New IP generated through the completion of the project and/or any filing related to the new IP (i.e., patent, trademark, industrial design, or copyright activities).* *If applicable briefly describe your plans to protect and commercialize this IP.* |       |
| **Milestone Plan**  | *See section C – Project Milestone Plan (below)* |
| **Budget Workbook**  | *See section D – Budget Workbook Template (excel document)*  |
| **Date Submitted** |       |

**SECTION C: PROJECT MILESTONE PLAN**

*For a list of eligible activities for Project Type A & Project Type B please refer to Page 7 in the* ***OAFRI Commercialization Stream – Call for Full Proposals (2021-22)****.*

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| **ACTIVITY TITLE***List each activity below in chronological order and correlate to the Budget.**Add more activities as needed.*  | **START DATE***(YYYY-MM-DD)**\*Earliest start date is 2022-02-15* | **END DATE***(YYYY-MM-DD)**\*Latest end date is 2023-01-31* | **ACTIVITY DESCRIPTION***Provide details of what is to be included in the activity. List the key project partners involved and where the activity will take place.*  | **OUTCOMES***Articulate expected outcomes for each Activity, including the impact on the overall project, jobs created, revenue growth, and TRL advancement.*  |
| **1.** |  |  |  |  |  |
| **2.** |  |  |  |  |  |
| **3.** |  |  |  |  |  |
| **4.** |  |  |  |  |  |
| **5.** |  |  |  |  |  |
| **6.** |  |  |  |  |  |

**SECTION D: BUDGET WORKBOOK**

Please refer to and complete the Budget Workbook.

Please save as .pdf and submit with Application Workbook.

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