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

# **SmartGrowth Program**

## R4: LETTER OF INTENT (LOI) WRITTEN PROPOSAL

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

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| **SECTION A: COMPANY & PRODUCT/TECHNOLOGY OVERVIEW** | |
| **Company Name** |  |
| **Brief company description**  (200-word max.)  *Please include:*  *a) A brief overview of company and the product/technology*  *b) An explanation of how your company benefits or supports the Canadian agricultural industry* |  |
| **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?***  *Please note, if your company has more than one technology or product, please briefly describe your product portfolio, but focus on the innovation that will be advanced through this project.* |  |
| **Describe how your product/technology is uniquely solving the identified problem**  (200-word max.)  *Describe innovation in terms of product, process, marketing, and organization.*  *Describe the uniqueness of your innovation.* |  |
| **Technology Readiness Level (TRL) of the product/technology that will be advanced through this project**  *Select one only.* | 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) | 1 -  2 -  3 - |
| **SECTION B: HIGH-LEVEL PROJECT OVERVIEW** | |
| **Project Title** |  |
| **Project Start Date** |  |
| **Project End Date** |  |
| **Project Overview**  (300-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.*  *Provide a brief overview of the project team including partner organizations.* |  |
| **Project Outcomes**  (100-word max.)  *In point form, please list the impact the proposed project will have on job creation, revenue generation, new IP generation, and/or attracting new investment.* |  |
| **SECTION C: HIGH-LEVEL PROJECT BUDGET** | |
| **Total Project Budget by Activity**  (200-word max.)  *Provide an overview of the project activities and related costs. Include both eligible and ineligible costs.* |  |
| **Total Project Budget** | $ |
| **Total Funding Requested**  (max. 40% of total eligible project budget; min. $40K, max. $100K) | $ |
| **Does the company have the remaining funds available to execute the project?**  (min. 60% of total eligible project budget) | YES  NO |
| **Other Funding Sources**  *List other sources of funding that will be used towards completing this project.* |  |
| **Date Submitted** |  |