# 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** |       |