**APPLICATION WORKBOOK – FERTILIZER ACCELERATING SOLUTIONS & TECHNOLOGY CHALLENGE**

**Please submit your Application Workbook, Budget Workbook, and all supporting documentation online using this link:** [**The Challenge - Intake Form**](https://agritechcentre.wufoo.com/forms/k8xjic0wggeee/)

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| **SECTION A: ORGANIZATION & SOLUTION OVERVIEW**  |
| **Organization name** |       |
| **Brief organization description**(200-word max.) *Please include:* *a) A brief overview of the organization**b) Short (1-5 years) and long (7+ years) term organizational growth plans* |       |
| **Brief description of the alternative fertilizer product(s)/solution(s) & value proposition** (200-word max.)*Briefly describe your current understanding of the value proposition of the alternative fertilizer product(s)/solution(s) in the eyes of the customer. What problem are you trying to solve in the market?* |       |
| **Describe how your product(s)/solution(s) is innovative or unique to Ontario**(250-word max.)*Briefly describe how your product/solution is uniquely solving the identified problem.* *What is new, technically novel, unique, or innovative about your product/solution?*  |       |
| **Who are your primary customers in Ontario, in Canada, and/or globally?**(150-word max.)*Describe and support with any evidence/data, the market’s need/desire for your product/solution. List any current customers.*  |       |
| **Who are your direct competitors or who do you predict will be the strongest competitors in this Ontario market sector?** (150-word max.) *What are your target customers or adopters currently using to address the market problem or need?* |       |
| **Describe how your product(s)/solution(s) will either reduce dependency on fertilizer imports or reduce reliance on traditional fertilizers.** (150-word max.) *Describe the current performance of your product/solution.*  |       |
| **Describe the regulatory strategy of the product(s) / solution(s)** (150-word max.) *Is the product/solution approved by the appropriate regulatory bodies in order to bring the product to market?*  |       |
| **Technology Readiness Level (TRL)** *Select one only.*  | [ ]  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/solution.**(50-word max. per point) *(i.e., feasibility studies, field trials, IP secured, market assessment, etc.)* | 1 -      2 -      3 -       |
| **What are the barriers that need to be removed before you can fully commercialize your product(s)/solution(s)?****Describe the barriers** (150-word max.)  | [ ]  Patents and/or trade secrets [ ]  First to market [ ]  Subject-matter [ ]  Regulatory [ ]  Network effects [ ]  Market assessment / research[ ]  Product development[ ]  Safety / efficacy testing       |
| **How will this project address and/or remove the barriers identified above in order to fully commercialize and bring the product(s)/solutions(s) to market?** (300-word max.)*What are the timelines associated with removing each barrier and fully commercializing the product/solution?**\*Note: Priority will be given to projects that plan to fully commercialize the solution(s) by Spring 2023.*  |       |

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| **SECTION B: PROJECT OVERVIEW & PROJECTED OUTCOMES**  |
| **Project title** |       |
| **Project start date** |       |
| **Project end date** |       |
| **Project description & commercialization strategy****(700-word max.)***Please include an overview of the project and commercialization strategy, including a clear explanation of the scope and resources required to complete the project.* *What product(s)/solution(s) will be commercialized as a result of this project?* *Where will the product/solution be sold? What is the cost?* *How will this project address one or more objectives of the Challenge?*  |       |
| **When do you anticipate your product(s)/solution(s) to be in market? Outline the timeline.** **(200-word max.)***\*Note: Priority will be given to projects that plan to fully commercialize the solution(s) by Spring 2023.*  |       |
| **Primary location of project** | Address:      Province:      Postal Code:      County:       |
| **Total project budget** | $      |
| **Total funding requested***Please list all other sources of funding to be used towards this project.*  | $     Other funding sources:       |

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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**  |
| **Jobs created & maintained** (100-word max.)*List any jobs created internally during the project timeline (full-time & part-time, temp. or permanent positions).*  |  |
| **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, please refer to Page 6 in the* [***Fertilizer Accelerating Solutions & Technology Challenge – Project Guidelines (2022/23)****.*](https://bioenterprise.ca/wp-content/uploads/2022/10/2022-23_FASTChallenge_ProjectGuidelines_FINAL-1.pdf)

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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 2022-09-08* | **END DATE***(YYYY-MM-DD)**\*Latest end date is 2023-11-15* | **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, commercialization pathway, 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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