**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”.*   |  |  |  | | --- | --- | --- | | **Name** | **Position, FTE & Affiliation** | **Role, expertise, and participation in project** | |  |  |  | |
| **External Project Team Members / Suppliers**   |  |  |  | | --- | --- | --- | | **Name & Organization** | **Position, FTE & Affiliation** | **Role, expertise, and participation in project** | |  |  |  | |
| **HQP Trained as Part of this Project (i.e., undergraduates, graduate students, post-docs)**   |  |  |  | | --- | --- | --- | | **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.

**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/)