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**The Green Pursuit, a Sustainability and Innovation Challenge**

**Frequently Asked Questions (FAQs)**

**Q. Who can apply?**

* Canadian incorporated and headquartered for-profit business
* Majority owner(s) (51% or more) of the company plan to work full-time within the business
* Minimum Technology Readiness Level 4+ (Component and/or validation in a laboratory environment - basic technological components are integrated to establish that they will work together)
  + [See TRL Level guidelines here](https://ised-isde.canada.ca/site/innovation-canada/en/technology-readiness-levels)
* Operating in ag-tech or food-tech sectors and provide a benefit to or solve a sustainability problem for the broader agriculture and/or food & beverage producer sectors in Canada
  + Specific areas of focus are: Carbon Footprint, Regenerative Agriculture, Biodiversity, Energy, Plastics
* If revenue generating - trailing 12 months revenue must not exceed $250,000
* Must have 5 or fewer FTE employees

**Q. What is Bioenterprise’s confidentiality policy?**

Bioenterprise operates under a strict confidentiality policy. Any documentation shared will be treated as highly confidential. Please [click here](https://bioenterprise.ca/about/confidentiality-policy/) to review the policy.

**Q. When is the application deadline?**

The application deadline is June 17, 2023 at 12:00PM EST.

**Q. How much prize money is available?**

The entire purse for the challenge is $50,000 Canadian dollars, to be distributed as $45,000 to the winner and $5,000 to the runner up.

**Q. Can an entrepreneur/team submit an application for multiple companies?**

Yes, applicants with multiple & distinct qualifying corporate entities can submit multiple applications but only one per entrepreneur/team could be selected as a finalist.

**Q. How are applications ranked against each other to determine the finalists who will present at the live event?**

All applications will be scored against a standardized rubric by a panel of experts, and 10 highest scoring applications will be selected. In the event of ties the expert panel will set aside a half-day session to discuss and adjudicate based on the standardized rubric and come to a majority vote.

**Q. What is the Technology Readiness Level (TRL) scale? How do I determine the TRL of my technology?**

The TRL scale helps categorize a technology’s development stages, from Level 1 (Concept Evaluation) to Level 9 (Successful Deployment). The Green Pursuit Challenge will only consider projects that implement or adopt technologies that are at minimum TRL 4+. To determine the TRL of your technology, [click here.](https://www.ic.gc.ca/eic/site/080.nsf/eng/00002.html)

**Q. How will the prize money be distributed?**

The winner and runner up will receive a cash payment in the form of a wire directly to their corporate bank account.

**Q. Are there any equity or debt considerations?**

No - this competition does not seek to engage in an equity or debt holding position in any participant companies. The winner and runner up will simply receive cash prizes.

**Q. Are there any ongoing reporting requirements for cash prize winners?**

No - we will not require any ongoing reporting of company news, information, etc.

**Q. Does my company have to do work in the dairy farming industry to be eligible?**

No - applications are encouraged from across the agriculture, ag-tech, food and beverage, and food-tech spectrum.

**Q. What do you mean by “sustainability”?**

There are many definitions of “sustainability” but specific to this competition we are looking for applicants who have a technology with a clear and direct impact within one of the Dairy Farmers of Canada key Sustainability Focus Areas: Carbon Footprint, Regenerative Agriculture, Biodiversity, Energy, Plastics.

**Key Dates**

**May 17th, 2023**

Rolling application intake opens

**June 17th, 2023 at 12:00pm EST**

Application period closes

**July 30th, 2023**

Finalists are selected and notified by this date **or earlier**

**August 1st – 31st, 2023**

Mock pitches and feedback for finalists

**TBD Early October, 2023**

Virtual pitch event