**PROPOSAL WORKBOOK – OAFRI COMMERCIALIZATION STREAM**

**Please submit your Proposal Workbook, Budget Workbook, and all supporting documentation online using this link:** [**OAFRI - Intake Form**](https://agritechcentre.wufoo.com/forms/z163hv7v1c8om52/)

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| **SECTION A: ORGANIZATION & TECHNOLOGY OVERVIEW (continued)** | |
| **Organization Name** |  |
| **Brief Organization Description**  (100-word max.)  *Non-confidential summary.* |  |
| **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?* |  |
| **Describe how your product/technology is innovative or unique to Ontario**  (200-word max.)  *What is new, technically novel, unique, or innovative about your product/technology?*  *What does your product/technology do that no other competing product can do in Ontario?* |  |
| **Indicate where your product/technology impacts the agri-food value chain** | Environmental stewardship  Retailers  Producers  Customers (end-users)  Processors  Marketers  Food/Ag service companies  Other: |
| **Who are the primary customers or most important industry adopters in Ontario that you plan to target?**  (150-word max.)  *Describe and support with any evidence/data, the market’s need/desire for your product/technology.* |  |
| **Who are your competitors, if known, or who do you predict will be the strongest competitors in this market sector?**  (150-word max.)  *What are your target customers/or/adopters currently using to address the market problem or need?* |  |
| **How do you plan to differentiate your product/technology from current solutions on the market?**  (150-word max.)  *Describe the current performance of your product/technology and data and compare it to competitive products.* |  |
| **Technology Readiness Level (TRL)**  *Select one only.* | 1 – Basic principles of concept are observed  2 – Technology concept and/or application formulated  3 – Analytical and experimental critical function and/or proof of concept  4 – Component and/or validation in a laboratory environment  5 – Component and/or validation in a simulated environment  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)  *(i.e., feasibility studies, market assessment, safety tests, etc.)* | 1 -  2 -  3 - |
| **What are the barriers that need to be removed before you can fully commercialize your product/technology?**  **Describe the Barriers**  (100-word max.) | Patents and/or trade secrets  First to market  Subject-matter  Regulatory  Network effects  Market assessment / research  Product development  Safety / efficacy testing |

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| **SECTION B: PROJECT OVERVIEW & PROJECTED OUTCOMES** | |
| **Project Title** |  |
| **Project Type**  *Select one only.* | Project Type A: Market Validation  Project Type B: Product Development |
| **Project Start Date** |  |
| **Project End Date** |  |
| **Project Description**  **(500-word max.)**  *Please include an overview of the project and a clear explanation of the scope and resources required to complete the project.* |  |
| **Primary Location of Project** | Address:  Province:  Postal Code:  Municipality: |
| **Total Project Budget** | $ |
| **Total Funding Requested**  *If total project budget exceeds total funds requested, list all other sources of funding to be used towards this project.* | $  Other funding sources: |
| **Project Sub-Type**  *Select all that apply.* | Adopting a new technology, process, or product  Assurance activities  Business development  Environmental, climate change mitigation, and/or adaptation  Commercialization  Domestic market development  International market development  Pre-commercialization development, prototyping, and demonstration  System, equipment, and/or facility modernization  Training, knowledge transfer, and awareness training |
| **Canadian Agricultural Partnership Priority Area(s) to be Addressed**  *Select all that apply.* | Economic development  Environmental stewardship  Protection and assurance  Cross-cutting |
| **OMAFRA Research Priority Area(s) to be Addressed**  *Select all that apply.* | Food safety  Animal health and welfare  Plant health and protection  Soil health  Water quality and quantity  Sustainable production systems  Productive land capacity  Competitive production systems  Innovative products and product improvements  Trade market and target sector growth opportunities |
| **Explain in further detail how your project will address one or more of OMAFRA’s research priority areas as indicated above**  (150-word max.) |  |

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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** | |
| **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 for Project Type A & Project Type B please refer to Page 8 in the* ***OAFRI Commercialization Stream – Call for Full Proposals (2023-24)****.*

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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 2024-04-01* | **END DATE**  *(YYYY-MM-DD)*  *\*Latest end date is 2025-09-30* | **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, revenue growth, 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 Proposal Workbook.

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