COAST CAPITAL SAVINGS VENTURE PRIZE 2019
APPLICATION SAMPLE

Q1. Venture/Concept Name:

Q2. Venture Description: (250 words max. This description will be used for public purposes, i.e. social media. Please ensure its accuracy.)

Q3. Venture Contact
   • Website Address:
   • Social Media Handles:
   • Address:
   • Address 2:
   • City/Town:
   • State/Province:
   • ZIP/Postal Code:
   • Country:
   • Email Address:
   • Phone Number:

Q4. Business Structure (choose one)
   • Corporation
   • General or Limited Partnership
   • Co-operative
   • Society
   • Sole Proprietorship
   • No Formal Business Structure
   • If applicable, date of incorporation or registration.

Q5. Status at February 24, 2019
   • Number of Full Time Equivalent (FTE) Employees (must be paid - min 20hrs/week, min. wage or higher) i.e. 20 hrs/week = 0.5 FTE
   • Investment to-date from F&F, Angels or professional investors in CDN Dollars
   • Grants or awards to-date in CDN Dollars
   • Gross Revenue in 12 months prior to (enter reporting date)

Q6. Gross Revenue in 12 months prior to (enter reporting date)
   • 0-10K
   • 11-100K
   • 101-200K
   • 251-500K
• Over 500K

Q7. Status (check all that apply)
• Idea. Basic principles observed
• Concept: design (e.g. wireframe or first specifications determined)
• Proof-of concept: critical functions tested / sufficient market interest
• Repeatable, tested in laboratory or with Alpha users/customers
• Repeatable, tested in the field or with paying beta customers
• Revenue from product sales
• Customer acquisition
• Growth company attempting to scale
• Scaling
TEAM

Q8. Primary Contact (and Founder/Co-founder)
- Name:
- Title/Role:
- SFU Status:
- Faculty/Program (if applicable):
- Phone Number:
- Email Address:
- % ownership:
- Mailing Address:
- Postal Code:
- Country:

Q9. Co-founder #2
- Name:
- Title/Role:
- SFU Status:
- Faculty/Program (if applicable):
- Phone Number:
- Email Address:
- % ownership:
- Mailing Address:
- Postal Code:
- Country:

Q9. Co-founder #3
- Name:
- Title/Role:
- SFU Status:
- Faculty/Program (if applicable):
- Phone Number:
- Email Address:
- % ownership:
- Mailing Address:
- Postal Code:
- Country:

Q9. Co-founder #4
- Name:
- Title/Role:
Q9. Co-founder #5
• Name:
• Title/Role:
• SFU Status:
• Faculty/Program (if applicable):
• Phone Number:
• Email Address:
• % ownership:
• Mailing Address:
• Postal Code:
• Country:

Q9. Co-founder #6
• Name:
• Title/Role:
• SFU Status:
• Faculty/Program (if applicable):
• Phone Number:
• Email Address:
• % ownership:
• Mailing Address:
• Postal Code:
• Country:
COMPETITION ELIGIBILITY

** Ventures do NOT need to be incorporated in order to compete. **

Individuals and teams applying to the Coast Capital Savings Venture Prize, Category Prizes and Supplemental Awards must meet all of the following application prerequisites, and agree to the following criteria:

1. The Participant must have at least one Founder who is a current SFU student, staff and/or faculty member AND has 20% or more ownership, OR who has been a participant of the SFU Coast Capital Savings Venture Connection Incubator program or an SFU RADIUS program during 2018.

2. If the Participant is a business, it must be privately held and not incorporated/registered more than 5 years ago.

   - All business structures are encouraged in this Competition; Participants can be a proprietorship, partnership, corporation (for-profit/not-for-profit), co-op or society.
   - While a Team member can participate in one or more Teams or entries, such person may not be the lead for more than one Team or entry.
   - The Participant must have received less than $1,000,000 in total investment & grants to date (excluding research funds received before company formation), and have less than $500,000 annual revenue as of February 24, 2019, unless otherwise approved by CCS-VC.
   - Participants cannot be directly involved in the judging process for the Competition.
   - Previous Idea Prize winners are NOT eligible to compete in the Idea Prize category but ARE eligible to compete for other Category Prizes.
   - Previous Coast Capital Savings Venture Prize 1st place winners OR category winners are NOT eligible to apply. (Previous attribute award winners are eligible to apply.)
   - Cannot infringe on the intellectual property of other groups or individuals.

Furthermore:

- Upon application review, applicants will be notified of eligibility for the Idea Prize Pitch-Off or the Coast Capital Savings Venture Prize Pitch-Off. Applicants must be available to compete for their designated pitch off:

  Idea Prize Pitch-Off: **Week of March 11**

  Venture Prize Preliminary Pitch-Off: **Week of March 11**

To be eligible for the prize(s), applicants MUST be available to compete in the Final Round and attend the reception/awards ceremony, on April 11, 2019.

Q14. My venture participated in Coast Capital Savings Venture Connection and/or RADIUS in 2018.

- Yes
- No
Q15. My venture is eligible to apply based on the criteria above.
   • Yes
   • No

Q16. Signature of Primary Contact (Please Type)
EXECUTIVE SUMMARY

Q18. Give us your elevator pitch. (250 words max.)

Q19. What was your motivation to start the business? (100 words max.)

Q20. # of Founders

Q21. Product and Market (200 words max.) [Description of your product, customers, and market]

Q22. Value Proposition [How do you create value – what makes you different from your competitors?]

Q23. Team [Who is on your team? How does the team provide a competitive advantage for your company?]

Q24. Revenue model [What is your revenue model? How do you make money?]

Q25. Target Segments: Marketing Plan (250 words max.) [What is your customer profile?]

Q26. Competitive Advantage [How are you protecting your competitive advantage? Eg. IP, speed to market, etc.]

Q27. Social Impact [What kind of social impact will your venture have? Eg. Improved quality of life, environmental improvements, etc.]

Q28. Founder track record:
   - None
   - Has been employed at a startup
   - Has been a founder of a startup
PRELIMINARY ONE-PAGER

*NOTE: Your executive summary will be attached to this one-pager; please avoid including the same information, unless specifically requested.*

**Point form answers are accepted. (50 words max. per question) *FTE = Full-time Employee**

Q29. Venture Name

Q30. When did you start operations (month/year):

Q31. How much investment do you have to-date? (Dilutive and non-dilutive, provide detail):

Q32. What is your gross revenue life-to-date:
   - 0-10K
   - 11-100K
   - 101-200K
   - 201-500K
   - Over 500K

Q33. What percentage of your annual revenue was in Q4 (Oct-Dec 2018):

Q34. What type was it? (SAAS, one-time sale, subscription, enterprise sale, other):

Q35. How many FTEs* do you currently have on staff? (They can be founders, but *MUST* be paid at least minimum wage.) e.g. 20hrs/week = 0.5 FTE

Q36. What have you developed to-date? (e.g. prototype, platform):

Q37. Have you developed IP (briefly describe) or will you in the future?

Q38. Tell us your value proposition (for each target segment):

Q40. What partnerships do you have:

Q41. Name 5 potential clients in your sales funnel:

Q42. How are you going to win in the marketplace:
ADDITIONAL DOCUMENTS

Q43. Company Logo

Q44. Product Photos (if any)

Q45. Additional Documents for consideration (if any)

Q46. If you have a completed SPARK workbook or Business Model canvas, please upload it here