**TechAccel Grant Winter 2023**

**Startup Venture Information & Project Description**

**Section 1: Provides and overview of your technological startup venture**

**Section 2: Describes the project you would like to accomplish with the TechAccel grant**

**SECTION 1) STARTUP VENTURE INFORMATION**

1. What is your business idea (for profit or not-for-profit)? *Describe in one or two sentences the product/service.*
2. What need are you addressing? *What are the problems, conditions or events that will make this business attractive or successful?*
3. Which market are you addressing?
4. Who is this being sold to? What are the characteristics of the target market (demographics, size, growth rate)?
5. What is the value proposition to the customer? *Why would they buy this product/service?*
6. What is your competitive advantage? *Who are the competitors/alternative solutions? What are customers doing now? What unique characteristics do you have that would give you a*n advantage? Is your product/service patentable or otherwise protectable?
7. What is your revenue model? *How will you get paid?*
8. What is your distribution model? *How will this be sold? Who will do it?*
9. What actions have already been taken/the current status? *Have you conducted market research? Built a prototype?*
10. Who are your advisors?  *List faculty and other advisors if you have them and/or background or expertise of advisors that you would like to find.*
11. What resources will be required?

**SECTION 2) PROJECT DESCRIPTION**

1. What is the project you want to carry out?
2. Any current or future intellectual property protection if applicable?
3. Expected [TRL](https://www.ic.gc.ca/eic/site/080.nsf/eng/00002.html) at project completion