

i.d.e.a. Fund™ Intake Form – PDF Version (non-fillable)

Please note that all applications must come through main intake form on SM Apply, this PDF version is for your reference, only.

1. Company Legal Name
2. Operating As (if applicable)
3. Company Address
 - a. Street Number
 - b. Unit Number
 - c. Postal Code
 - d. County
 - e. Province
 - f. Company Phone Number
 - g. Company Website
 - h. Website Address
 - i. Social Enterprise
4. Are you a Social Enterprise? (yes/no selection) (*Social Enterprises are revenue-generating businesses that pursue both profit and purpose. A social enterprise has two goals: to achieve social, cultural, community economic and/or environmental outcomes; and, to earn revenue. [Responding yes or not to this question does not factor into whether or not you receive funding.]*).
5. Are you a B-Corporation? (yes/no selection)
6. Primary Contact Information
 - a. First Name
 - b. Last Name
 - c. Position Title
 - d. Mobile Number
 - e. Email address
 - f. Your LinkedIn Address (if applicable)
7. Alternate Contact (if applicable)
 - a. First Name
 - b. Last Name
 - c. Position Title
 - d. Mobile Number
 - e. Email address
 - f. Your LinkedIn Address (if applicable)
8. Social Media Information
 - a. Twitter/X
 - b. Facebook
 - c. Company LinkedIn
 - d. Instagram
 - e. TikTok
9. Corporate Information

- a. Total number of Founders
- b. Is your company women owned, co-owned or led?
- c. Is your company youth owned or led (under 40)?
- d. Youth Designation
 - i. Is your company youth owned or led (under 29)?
 - ii. Number of founders under 29?
 - iii. Number of First venture founders?
- e. Do you belong to any of the following underrepresented groups? (Black, Indigenous, LGBTQ2+, person of colour, persons with disabilities, none of the above, prefer not to answer)
- f. Do you belong to any of the following additional groups? rural, tradesperson, newcomer to Canada (within 5 years), none of the above, prefer not to answer)
- g. How many founders are Canadian born?
- h. Where is your business based? (Home Based, Commercially leased, Owned Facility, Co-working space, Rent Commercial Kitchen, Manufacturing Facility)
- i. How many hours per week do you work on your business?
- j. What is your 9-digit CRA Business Number?
- k. Is your company incorporated? (Your company must be incorporated to participate in i.d.e.a. Fund).
- l. Incorporation Date.
- m. Incorporation jurisdiction (Your company must be incorporated in either Ontario or Federally).
- n. Date the business was established
- o. Fiscal year-end month

Traction Data

10. Total employees (including owner/founder)
 - a. How many full-time employees?
 - b. How many interns and/or Co-ops?
 - c. Number of contract employees? (if applicable)
11. In 30 words or less, give a brief description of your company (max. 255 characters).
12. Do you sell primarily products or services?
13. Please describe your product or service with a specific example.
14. Has your company received investment?
 - a. Investment information (date, investment type, amount)
15. If funded by Angel(s) or VC(s), what was the post-money valuation?
16. Do you have any intellectual property?
 - a. Intellectual Property information (date, IP type)
17. Total Revenue information
 - a. What was the company's Annual Revenue of your most recent tax year (before expenses in the most recent completed fiscal year)?
 - b. What is the stage of your business (idea, discovery, validation efficiency, scale)?
 - c. Year of year "REVENUE" growth (%)?
 - d. What was your total sales revenue generated in Canada (\$CAD) over the previous fiscal period?

- e. What was your total sales revenue generated outside of Canada (\$CAD) over the previous fiscal period?
 - f. Of this revenue generated outside Canada (\$CAD), what was the total sales revenue generated INSIDE North America over the previous fiscal period?
 - g. Of this revenue generated outside Canada (\$CAD), what was the total sales revenue generated OUTSIDE North America over the previous fiscal period?
 - h. Do you have a business bank account?
 - i. Current Fiscal Year Projected Revenue
18. Stage Information
- a. Please select the industry/sector of your business
 - b. What is your 5-digit NAICS code?
 - c. Do you currently export?
 - i. If yes, please list the countries you export to
 - ii. Do you plan to export in the next 6-12 months?
 - d. Describe your ideal/target customer including demographics.

Program Specific Questions for i.d.e.a. Fund

19. What amount of seed funding will you apply for (maximum \$20,000)?
20. Questions regarding green initiatives: This program focuses on supporting organizations who will drive sustainable and circular economy growth. Please respond to the following questions:
- a. Will you be developing new green products, services, processes, or technologies that will have a positive impact on the environment?
 - i. If yes, please explain.
 - b. Will you be redesigning existing products, services, processes, or technologies that will have a positive impact on the environment?
 - i. If yes, please explain.
 - c. Will the project lead to the development of OTHER new products, services and/or models?
 - d. Is your project contributing to a circular economy?
 - i. If yes, please explain.
 - e. Is your product/service/process creating value from waste?
 - i. If yes, please explain.
21. Workplan questions/KPIs
- a. Briefly describe how you would use these funds if offered (accepted?) (Max 255 characters).
 - b. How will this seed funding grant impact your business?
 - c. What will be your source of your financial contribution to this project? (proof of contribution will be required on acceptance of your application)
 - d. Will this project lead to new (patentable) intellectual property?
 - i. If yes, please explain.
 - e. Will this project lead to new (non-patentable) intellectual property?
 - i. If yes, please explain.
 - f. Will this project create new and sustainable jobs in the short-medium terms?
 - i. If yes, how many jobs will be created?

- g. Will this project influence members of the following groups (women, Indigenous Peoples, Members of Official Language Minority Communities, Youth, Persons with Disabilities, Newcomers to Canada and Immigrants, Black communities, racialized communities, LGBTQ2+)
 - h. How many staff will be dedicated to this project?
22. You are required to complete a Business Model Canvas (BMC).
- a. Download option for our BMC.
 - b. Upload button for your completed BMC
23. **If** you would like to provide more information, please upload one (or both) of the following:
- a. Personal video (1-2 minutes) describing your business and why you would like to participate (Optional)
 - b. Pitch deck (Optional)

Closing Information

- 24. How did you hear about this program?
- 25. Is there anything of importance not yet covered we should know about?
- 26. Have you ever worked with one of the following Innovation Centres? (Boundless Accelerator (formerly Innovation Guelph), Innovate Niagara, Innovation Factory, Launch Lab, TechAlliance of Southwestern Ontario, WEtech Alliance).
- 27. I acknowledge that I have read and agree to the Non-Disclosure and Confidentiality Agreement which will come in to effect if I am accepted into i.d.e.a. Fund (embedded link).