

# ITS Application: Program for Start-Ups to Commercialize Advanced Technology

Version: April 7, 2020

The ITS program is made available through funding from Alberta Economic Development, Trade and Tourism and support from ACAMP and EIA. To ensure that the objectives of all stakeholders are met, please describe your company and the technology you plan to commercialize.

## Applicant Information

Legal Name of Organization

*[company name here]*

Organization Incorporation Date

*[YYYY/MO/DY]*

Address of Organization

*[full mailing address in Alberta]*

Project Manager

*[name, address, e-mail, and phone number of the primary contact for this application]*

Signing Authority

*[contact information for directors of the company]*

## Project Information

Name of Product to be Commercialized

*[insert product name here]*

Proposed Start Date

*[YYYY/MO/DY]*

## Executive Summary

Please provide a summary of up to one page describing your proposed project (11 pt max). Be specific and concise. This description should provide details of the technology you are developing, your team, and the market need you believe it can meet. Perform a brief S.W.O.T. analysis, including potential competitors. Detail your expected milestones.

## CONFIDENTIAL

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Bay 1, 1470 - 28 St NE & Bay 3, 1480 - 28 St NE, Calgary, AB T2A 7W6 Canada Phone: 1-403-291-8946

*[insert executive summary]*

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### Role of Partnerships

Why do you believe ITS is the best platform to help develop this technology and address market needs? Describe the complementary roles of all the partners.

*[describe the support you want from the ITS program]*

### Impact and Outcomes

How will you define project success? What do you believe you can achieve within the one year timeframe of partnership. What is the ultimate goal of developing your business, and what will you consider success for your partner members.

*[describe impact and outcomes here]*

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### Enabling Growth

How does this project enhance Alberta's competitiveness and support diversification within the province? What is the potential for future job creation?

*[describe growth plans here]*

### Team Potential

Please describe the prior experience of the team members which will help us to better understand why you and your partners have a high likelihood of success.

*[describe team here]*

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