

Application Example:

Prairie Pack Co.



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Business Considerations

Business Overview Word Count: 85

Prairie Pack Co. designs reusable insulated lunch bags that provide a durable, reusable alternative to disposable or poorly made lunch bags that wear out quickly. Our products are designed for environmentally conscious families, students, and working professionals, with an initial focus on Canadian consumers aged 25–45 who value sustainable, practical, and well-designed everyday products. Our lunch bags are machine-washable, foldable, and made using original fabric patterns, combining functionality, quality craftsmanship, and modern design to create products that last longer and help reduce everyday waste.

Technology Description Word Count: 81

Prairie Pack Co. manufactures insulated lunch bags using layered fabric construction and original sewing patterns developed in-house. The product addresses common issues with reusable lunch bags, including poor insulation, difficult cleaning, and premature wear from daily use. Washable, water-resistant materials and a foldable structure improve durability, ease of cleaning, and convenient storage. Several prototypes have been completed and evaluated to refine construction and usability. The technology is currently at TRL 5, with prototypes successfully tested in a relevant environment.

Revenue Streams Word Count: 57

- Direct-to-Consumer Sales (Current): Sales of insulated lunch bags through local markets and the company website. Revenue to date: ~\$500.
- Wholesale Partnerships (Planned): Sales through independent retailers and gift shops.
- Corporate Orders (Planned): Bulk and custom orders for businesses and events.
- Digital Products (Planned): Downloadable sewing patterns and tutorials. Potential licensing opportunities with sewing creators or sewing enthusiasts.

Key Activities and Important Dates Word Count: 51

- June – August 2026: Finalize materials, suppliers, and prototype testing.
- September 2026: Produce initial inventory and launch company website.
- October 2026: Complete branding materials and prepare marketing campaign.
- November – December 2026: Attend local holiday markets and begin customer sales.
- Winter 2027: Approach retail partners and assess trademark protection for Prairie Pack brand.

Growth Strategy Word Count: 50

- Expand Product Line: Introduce reusable snack pouches and tote bags.
- Market Expansion: Grow sales across Canada before entering the U.S. market.
- Strategic Partnerships: Establish relationships with retailers and distributors.
- Brand Development: Secure new product names and strengthen the Prairie Pack Co. brand.
- Commercialization: Explore licensing opportunities for original pattern designs.

Key Team Members Word Count: 28

- Sarah Jensen, Founder & Product Designer: Leads product development, operations, and customer relationships.
- Mark Jensen, Operations Support: Manages logistics and inventory.
- External Contractors: Provides marketing support as needed.



IP Inventory

Asset	Owner	Proof of Ownership / Related Agreement(s)	Protection Type / Protection Measure	Protection Status
Prairie Pack Co. (business/brand name)	Founder	N/A	Trademark	Unprotected
Prairie Pack Co. logo	Unknown / Third Party Graphic Designer?	None	Copyright	Unprotected
Original fabric patterns	Founder	N/A	Copyright	Protected by copyright (unregistered)
Original lunch bag design	Founder	None	Industrial Design	Unprotected
Sewing pattern templates and production specifications	Company	Employment agreement	Copyright, Trade Secret	Internally protected
Manufacturing process and assembly methods	Company	NDA with manufacturer	Trade Secret	Protected through confidentiality
Supplier list and pricing information	Company	None	Trade Secret	Informally protected
Product photography and website content	Unknown	None	Copyright	Unprotected

IP-related Agreements

Agreement Name	Agreement Type	Parties Involved	Related Asset	Revenue Sharing Obligations	Status
Employment Agreement	Employment Agreement	Company, Employee	Sewing pattern templates and production specifications	No	Signed
Manufacturer Confidentiality Agreement	NDA	Company, Manufacturer	Manufacturing process and assembly methods	No	Signed
Supplier Confidentiality Agreement	NDA	Company, Supplier	Supplier list and pricing information	No	Draft
Founder IP Assignment	Assignment	Founder, Company	Original fabric patterns; Original lunch bag design	No	Not in Place
Logo Design Agreement	Contractor Agreement / Assignment	Founder, Graphic Designer	Prairie Pack Co. logo	Unknown	Unknown
Photography Agreement	Contractor Agreement / Licence	Founder, Photographer	Product photography and website content	Unknown	Not in Place

Market Considerations

Competitor and Market Landscape

Key Differentiation	Location	Company Name
Fluf focuses on organic materials and everyday reusable lunch bags, while Prairie Pack emphasizes enhanced insulation, machine-washable construction, and original fabric patterns for durability and long-term use.	Toronto, Ontario, Canada	<u>Fluf</u>
OmieLife integrates food containers into children's lunch bags, while Prairie Pack focuses on flexible, lightweight insulated bags designed for a broader range of customers and everyday use.	South San Francisco, California, USA	<u>OmieLife</u>
L.L.Bean offers durable insulated lunch bags within a broader outdoor product line, while Prairie Pack differentiates through original designs, machine-washable materials, and small-batch production.	Freeport, Maine, USA	<u>L.L.Bean</u>
BAGGU emphasizes stylish reusable bags and bold patterns across a broad product line, while Prairie Pack focuses on insulated lunch bags that combine practical performance with original, functional designs.	San Francisco, California, USA	<u>BAGGU</u>

White Space & Market Opportunity

Although several companies offer reusable insulated lunch bags, many products focus primarily on children's lunches, fashion, or sustainability without balancing durability, washability, and everyday functionality. There is also an opportunity to provide products that appeal to adults seeking practical, well-designed reusable lunch solutions. Prairie Pack Co. addresses this gap by combining durable construction, machine-washable materials, original fabric designs, and foldable storage in a single product. As the company grows, it will continue expanding its product line to meet the needs of environmentally conscious consumers looking for functional, long-lasting alternatives to disposable products.

SWOT

Strengths	Weaknesses
• Original, reusable insulated lunch bag design. • Machine-washable, durable products with unique fabric patterns. • Founder with strong product knowledge and design expertise. • Growing consumer demand for sustainable products.	• Limited brand recognition in a competitive market. • Small production capacity compared to larger competitors. • Limited marketing budget and retail presence.
Opportunities	Threats
• Expand into new product lines and accessories. • Grow online sales and wholesale partnerships. • Reach new customer segments across Canada and internationally. • Collaborate with retailers and corporate partners.	• Large, established brands with greater market reach. • Rising material and manufacturing costs. • Changing consumer preferences and purchasing trends. • Similar products entering the market.