# Application Guide

# ElevateIP Alberta Funding Streams

## Introduction

This guide was created to help applicants prepare a clear and complete application to the ElevateIP Alberta Funding Streams. It explains what information is expected in each section, what reviewers will be looking for, and tips for developing a strong response.

Much of the requested information may already exist within your company or may have been developed with your Business Accelerator or Incubator (BAI). Applicants are encouraged to build on these materials while ensuring each response directly addresses the application requirements.

Use this guide alongside the application form, eligibility criteria, and other program materials. While following the guide does not guarantee funding, it can help reviewers clearly understand your business, readiness, and proposed use of funding.

# How to Use This Guide

This Application Guide supports applicants across all four ElevateIP Alberta funding streams:

- **IP Strategy**
- **IP Activation**
- **IP Protection & Portfolio**
- **IP Conversion**

All applicants complete the same **Business Considerations** section of the application. These questions help reviewers understand your business, innovation, market opportunity, growth plans, and overall readiness for IP investment.

The **IP Considerations** differ depending on the funding stream:

### IP Strategy and IP Activation applicants

Complete the **IP Considerations** section of the application. These questions help identify your current IP assets, risks, opportunities, and priorities.

### IP Protection & Portfolio and IP Conversion applicants

Submit a **Full IP Strategy** that meets ElevateIP Alberta's requirements. You do not need to complete the additional IP Considerations questions outlined later in this guide.

Throughout this guide, look for the funding stream labels to determine which sections apply to your application.

# Business Considerations

## Business Overview

*Please provide a brief overview of your business (100-word maximum).*

Briefly describe your business, the **problem or opportunity** you are addressing, **your products or services**, and **what makes your solution unique**. Include your **primary target customer(s)**, such as industry, location, demographics, or other characteristics that help define your market.

Your overview should answer the following questions:

- **What does your business do?** Describe your product, service, or technology in plain language.
- **What problem are you solving?** Explain the customer problem or market need your business addresses.
- **What is your value proposition?** Describe what makes your solution valuable or different from existing alternatives.
- **Who are your customers?** Identify your primary customer or target market.

***Tips for a Strong Response:***

- Write for a broad audience. Avoid technical jargon or explain specialized terms if they are necessary.
- Focus on the business today. Describe what your business currently offers rather than long-term aspirations.
- Be specific. Clearly identify your customers instead of using broad terms like "everyone" or "businesses." Provide 2-3 pieces of demographic information where applicable.
- Keep it concise. Include only the information needed to understand your business and its market opportunity.

# Technology Description

*Please describe your technology or innovation (100-word maximum).*

This section should provide a clear, high-level description of the technology, process, product, or innovation that forms the foundation of your business. Reviewers should be able to understand what your technology is, how it works, and what makes it innovative.

Your description should answer the following questions:

- **What is your technology or innovation?** Clearly describe the core technology, product, process, or system.
- **What technical problem does it solve?** Explain the technical challenge your innovation addresses.
- **What makes it novel or different?** Describe the innovative features or technical advancements compared to existing solutions.
- **What stage of development is the technology at?** Explicitly state your *TRL Level* and briefly describe its current maturity (e.g., concept, prototype, MVP, commercially available).

***Tips for a Strong Response:***

- Focus on the **technology**, not your overall business model or marketing strategy.
- Write for a non-technical audience and explain specialized terminology where needed.
- Be specific about what is innovative instead of using broad claims such as "revolutionary" or "cutting-edge."
- Highlight the aspects of the technology that **your business has developed or owns**.

*This section should describe the core technology or innovation that creates value for your business.*

# Revenue Streams

*Please describe how your business generates revenue (100-word maximum).*

This section should explain how your business earns or plans to earn revenue. Reviewers should clearly understand the products, services, or intellectual property that generate income.

Your response should answer the following questions:

- **What are your primary sources of revenue?** Briefly describe each revenue stream (e.g., product sales, subscriptions, licensing, consulting, royalties, service fees, contracts, advertising).
  - List the revenue stream, whether the stream is current or planned, and a brief description. If your company is currently generating revenue, please add the approximate revenue to date.
    - **Current:** Available for sale or actively offered today.
    - **Planned:** Intended for future commercialization.
  - For example:
    - **Direct-to-Consumer Sales (Current)**: Sales of insulated lunch bags through local markets and the company website. Revenue to date: ~$500.
    - **Corporate Orders (Planned)**: Bulk and custom orders for businesses and events.
    - *If approximate revenue is not identified, the assumption will be that no revenue has been generated to date.*
- **(If applicable) What is the pricing or payment model?** Briefly describe your pricing or payment model (e.g., one-time purchase, recurring subscription, usage-based fees, annual licensing).

***Tips for a Strong Response:***

- Focus on **how your business earns revenue**, not simply who your customers are.
- Clearly distinguish between multiple revenue streams, if applicable.
- If your business intends to license technology or other intellectual property, describe how licensing contributes to your revenue model.

# Key Activities & Important Dates

*Please identify the key business activities and milestones planned over the next 12–24 months, including anticipated dates or timelines (100-words or less).*

This section should highlight the major activities that support the growth of your business and may create, protect, commercialize, or impact your intellectual property. Reviewers should understand what is planned and when key activities are expected to occur.

Your response should answer the following questions:

- **What are your key business activities or milestones?**
- **When do you expect these activities to occur?** (Specific dates if applicable, approximate dates acceptable.)

***Tips for a Strong Response:***

- Include realistic dates or estimated timelines for each activity.
- Focus on milestones that are important to your business

# Growth Strategy

*Please describe your growth strategy and how you plan to expand your business over the next 2–5 years (100-word maximum).*

This section should outline your plans for growth and explain how you intend to expand your products, services, markets, partnerships, or operations. Reviewers should understand your key growth priorities and how they support the long-term success of your business.

Your response should answer the following question:

- **How do you plan to grow your business?**

***Tips for a Strong Response:***

- Consider IP-related growth activities and include them where applicable.

# Key Team Members

*Please identify the key individuals involved in your business and briefly describe their roles and responsibilities (50-word maximum).*

This section should provide an overview of the people responsible for developing, operating, and growing the business. Reviewers should understand who is involved and how each individual contributes to the success of the company.

Your response should answer the following questions:

- Who are the key team members?
- What are their roles within the company?
- **Are there any external advisors, contractors, or collaborators that play an important role?**

***Tips for a Strong Response:***

- Focus on individuals who have significant responsibilities within the business.
- Briefly describe each person's role.
- Include founders, employees, advisors, or external collaborators, if applicable.

# Next Step: IP Considerations

With Business Considerations complete, the next step depends on the funding stream you're applying to.

## IP Strategy and IP Activation applicants

Continue to the **IP Considerations** section of the guide. This section provides guidance on the additional IP-related questions included in your application, including your IP assets, agreements, and market and competitive considerations.

## IP Protection & Portfolio and IP Conversion applicants

You do not need to complete the IP Considerations section that follows. Instead, your application requires you to submit a **Full IP Strategy** that meets ElevateIP Alberta's IP Strategy requirements.

Before applying, we recommend reviewing the **IP Strategy Checklist** to confirm that your strategy includes the required information.

# IP Considerations

## IP Inventory

*Please complete the table below with all key IP assets.*

| **Asset** | **Owner** | **Proof of Ownership / Related Agreement(s)** | **Protection Type / Protection Measure** | **Protection Status** |
|---|---|---|---|---|
| *(e.g., algorithm, formulation, brand name, dataset, etc.)* | *(e.g. Company / Founder / University / Third-party (name) )* | *(Assignment, license, employment agreement, MTA, etc.)* | *Patent, trade secret, copyright, trademark, NDA, none yet* | *Registered, Filed, In progress, Unprotected* |

Identify the key IP assets in your business, who owns or controls them, how ownership is documented, how each asset is currently protected or managed, and whether protection is already in place or still needed.

This section helps reviewers understand what IP assets exist in your business, who owns or controls them, how they are protected, and whether there are gaps in ownership, assignment of assets or protection.

***Tips for a Strong Response:***

- Include assets that are important to your business even if they are still at the idea, prototype, or in development stage. Please consider all different protection types (Patents, Trademarks, Copyright and Trade secrets etc.)
- Include both registered and unregistered assets, as well as assets that are under development that may become protectable in the future.
- For each asset, identify the owner or whether ownership is shared, jointly developed or connected to a university or third party.
- Use the "Proof of Ownership / Related Agreements" column to identify the documents that support ownership or rights to use the asset, such as IP assignments, licenses, employment agreements, contractor agreements, MTAs, NDAs, or collaboration agreements.
- Identify how each asset is currently protected or managed, even for assets that are not formally protected. (Protection may include patents, trademarks, copyright, trade secrets, confidentiality practices, NDAs, or internal access controls.)

# IP-related Agreements

**If applicable**, please complete the table below with all IP-related agreements.

| Agreement Name | Agreement Type | Parties Involved | Related Asset | Revenue Sharing Obligations | Status |
|---|---|---|---|---|---|
| *Name or title of the agreement/document* | *(Assignment, licence, NDA, MTA, collaboration, employment, contractor agreement, etc.)* | *(Company, founders, university, contractor, customer, collaborator, etc.)* | *Name of Asset*<br><br>**listed in Column A from 1. IP Inventory Tab* | *Are there revenue sharing obligations? Yes / No / Unknown / Not Applicable. If yes, briefly describe.* | *(Signed / Draft / Not in Place / Unknown)* |

Complete the table with all agreements that relate to the ownership, development, use, protection, transfer, or commercialization of your IP assets. This may include formal IP agreements as well as broader business agreements that contain IP-related terms.

Goal of this Section is to create an inventory of agreements that affect your company's IP assets, including who owns the IP, who has rights to use it, and whether there are any obligations connected to the IP.

***Tips for a Strong Response:***

- Use **Agreement Name** for the actual title or name of the document, such as "Founder IP Assignment Agreement" or "University Licence Agreement."
- Use **Agreement Type** to identify the category of agreement, such as assignment, licence, NDA, MTA, employment, contractor, collaboration, customer, supplier, or research agreement.
- Link each agreement to the relevant IP asset(s) from the IP inventory table.
- Include both formal IP agreements, such as IP assignments, licenses, MTAs, or NDAs, and broader agreements with IP clauses, such as employment, contractor, collaboration, customer, or research agreements
- Include any known revenue share, royalty, milestone payment, or other financial obligations connected to the IP.
- Include agreements that are drafted or expected but not yet fully executed.
- Consider agreements involving founders, employees, contractors, universities, collaborators, suppliers, customers, or third parties.

# Market Considerations

## *Competitor & Market Landscape*

| **Company Name** | **Location** | **Key Differentiation** |
|---|---|---|
| *Competitor Name* | *E.g. Country, Province, State, City, etc.* | *Use 1–3 bullet points, up to **40 words** total, to briefly describe how your product, technology, business model, or customer approach differs from this competitor.* |

**Identify up to 5 key competitors, substitute solutions, or relevant market players** and explain how your solution is different, or more targeted, than what the competitor currently offers.

This section helps reviewers understand the business's competitive position, key differentiators, unmet needs, and market gaps their solution may address.

***Tips for a Strong Response:***

- Briefly describe **how your solution differs** in performance, usability, cost, accessibility, scalability, customer experience, or business model.
- Consider the most relevant competitors or substitute solutions. Include direct competitors, indirect competitors, substitute solutions serving the same customer need.

# White Space & Opportunity

In **100 words** or less, briefly describe the unmet need in the market. This section helps reviewers understand where there are room and commercial opportunities in the market for your solution. It connects your competitor's research and differentiation into a clear explanation of where there is underserved market needs and your company can create value, improve existing solutions.

**Tips for a Strong Response:**

- Use your learnings from the **Competitor & Market Landscape** section to highlight the unmet need in the market.
- Summarize how your company may offer a better, simpler, faster, more affordable, more accessible, or more scalable solution, and fills the commercial opportunity.
- Do not focus on detailed technical analysis. Keep this section practical and market-focused.

# SWOT Analysis

Complete a SWOT analysis. Identify the most important strengths, weaknesses, opportunities, and threats affecting your business. Consider your business as a whole and provide 3-5 points in each section.

Include intellectual property considerations where they are relevant and known to your business.

| | | |
|---|---|---|
| Internal | Strengths: | Weaknesses: |
| External | Opportunities: | Threats: |

**Resources:**

- General guide for completing your business SWOT: SWOT Analysis: An Easy Tool for Strategic Planning.
- SWOT Analysis Template: This template may be used to organize your analysis.

***Tips for a Strong Response:***

- Try to include IP-related considerations where applicable.
- As you complete your SWOT, consider where IP may be relevant. For example, identify how your IP asset(s):
- Support(s) a business strength, commercialization opportunity or competitive advantage;
- Contribute(s) to a business gap, weakness, or risk;
- Support(s) business growth, or a commercialization opportunity; or
- Affect(s) the company's exposure to competitors or other external threats.