

Innovation
Quarters



Quartiers de
l'innovation

2022 Member Application

Thank you for your interest in the Innovation Quarters!

We strive to support innovative companies looking to start, scale and succeed. Please take your time to answer each question thoroughly as all applications are reviewed by our team with great care. There is no application fee and we do not take any equity from our members. Instead, for a nominal monthly fee, over the course of 12 months, you're given non-stop opportunities to connect with potential clients, business mentors and future collaborators, as well as engage in on-going professional development workshops.

While completing the application, please remember that there are no correct answers. Questions found in the final section have a maximum of 2,000 characters – try to be as thorough and yet precise as possible. Imagine each application is being viewed by potential investors.

Please complete the online form at www.surveymonkey.com/r/IQ2022iEN or email this PDF form to innovationquarters@greatersudbury.ca. If you have more to share, you may add additional attachments to your email.

**THE DEADLINE FOR SUBMITTING APPLICATIONS FOR OUR
JUNE 2022 COHORT IS MAY 15.**

Our Questions

Your details

Full Name:

Home Address:

City:

Province/State:

Country:

Postal Code:

Email:

Phone Number:

Position Title:

We're curious to know how you heard about the Innovation Quarters. If you were referred to us, who can we thank?

Your company's details

Company Name:

If you don't have one yet, feel free to make something creative up. We promise not to hold you to it!

Company Address:

City:

Province/State:

Country:

Postal Code:

Company Email:

Company Phone:

Company Website:

Links to any online profiles you might have:



Which sector do you fall within?

- Advanced Manufacturing
- Agriculture
- Clean Technology
- Digital Media / ICT
- Education
- Financial Services
- Food & Beverage
- Forestry
- Life Science and Advanced Health
- Mining
- Tourism and Culture
- Other _____

Have you decided on your business structure?

- Corporation
- Sole Proprietor
- Partnership
- Undecided

If you've already started your business, when was it founded?



We love working with companies of all sizes! Whether doing it all yourself or working with a full team, **tell us about the roles that currently exist and indicate whether each team member is an owner, employee or volunteer.**

We also enjoy sharing resources with entrepreneurs. Answering this question might prompt us to recommend some additional programs for your consideration. **Do any of the founders identify with any of the following?** *(select all that may apply)*

- Youth (under 29)
- Female
- Indigenous
- Black
- Newcomer

Our collaborative workspace is a huge benefit of the program. **How many physical workstations do you want at the IQ?**

- Zero
- One
- Two
- Three
- Four



Let's look at your current stage

Is your start-up an extension of, or a spin-off from another business/organization?

- No, a new start-up
- Yes, an extension
- Yes, a spin-off

Which best describes your company?

- IDEATION STAGE - You have an idea and are exploring the market and technology with respect to that idea.
- DISCOVERY STAGE - You've identified a possible new product or service to introduce to the market at a profit. Your value proposition is established; you are testing ideas and identifying customers; you are looking into financing opportunities.
- VALIDATION STAGE - You have an established business model; you have a minimum viable product or MVP; you have verified your customers; you have some customer orders.
- EFFICIENCY STAGE - Customers are being acquired efficiently, product is deliverable at a profit and business model is being fine-tuned; You are pursuing early-stage VC.
- SCALE STAGE - You have a validated product and market; You're attempting to drive firm growth aggressively; You're seeking A Round financing, making executive hires and refining your process.

Do you have any of the following? *(select all that may apply)*

- Written business plan
- Working prototype
- Paying customers
- Non-paying users/customers or any pilot projects underway
- Patents filed/granted?



Can you tell us about the types and amount of funding you may have received in the last year? *(ie. Government, Personal, Friends & Family, Angel Investment, Venture Capital, Loan, etc...)*

Mind if we ask if you have earned any revenue in the last year? If so, approximately how much?

Have you worked with a business coach or mentor in the past?

- Yes
- No

Support can be so valuable for start-ups. **We're interested to know if you have been able to benefit from other entrepreneurial support programs.**

(ie. NORCAT, Futurepreneur, Starter Company Plus, etc...)

What would you say are your top business goals for the next 6 months?

Are there any exciting opportunities you foresee for your business over the next 6 months?



What about your business's biggest challenges in the next 6 months?

And you know we can't help but ask! **What is it about the Innovation Quarters that really interests you? How can we best support you in achieving your goals, pursuing opportunities, and overcoming your challenges?**

Tell us all about your idea

Elevator Pitch *(max. 2000 characters)*

Tip: Assuming you have 90 seconds, please explain what you do and why it's valuable in a way that just about anybody could understand.

What's the problem your business is trying to solve? *(max. 2000 characters)*

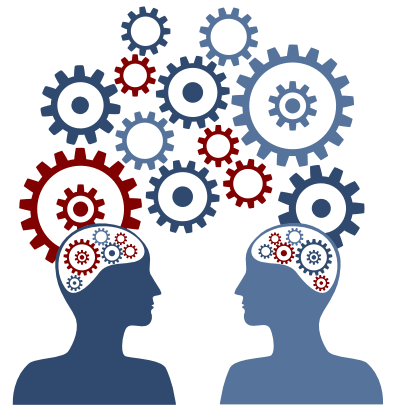
What makes your solution different and unique? *(max. 2000 characters)*



What types of Market Research have you done? *(max. 2000 characters)*

Who's your target audience? *(max. 2000 characters)*

Who are your main competitors? *(max. 2000 characters)*



What selling channels will you use? *(max. 2000 characters)*

What's your revenue model? *(max. 2000 characters)*

If you have anything else you'd like to share with our team, please email this form and additional attachments to innovationquarters@greatersudbury.ca or you may add an attachment when filling out our online form at www.surveymonkey.com/r/IQ2022iEN.

(ie. Business Model Canvas, Pitch Deck, Product Demo Video, Images, etc...)



APPLICATION DEADLINE IS
MAY 15TH, 2022

Terms and Conditions

I have read, understand and agree to all program terms and conditions as listed on the Apply Now page of the Innovation Quarters website at: www.innovationquarters.ca/apply .

Notice of Collection

The information on this application, including personal information, will be shared with the Innovation Quarters Selection Committee in order to select applicants to participate in the Innovation Quarters Incubation program.

The personal information on this application is collected under the authority of sections 10 and 227 of the Municipal Act, 2001 for the purpose of administering the Innovation Quarters Incubation program and selecting applicants. Questions about the collection of this personal information may be directed to the Business Development Officer - Entrepreneurship, Greater Sudbury Economic Development, Tom Davis Square, P.O. Box 5000 SNT A, 200 Brady Street, Sudbury, ON, P3A 5P3 or by telephoning 705-674-4455 ext 2482

Thank you for submitting your application to the Innovation Quarters!

A member of our team will review your submission and be in touch within the next two weeks. Should you have any questions in the meantime about the program, please do not hesitate to email innovationquarters@greatersudbury.ca.

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