

******Please Note****** Applications must be completed online at <http://www.surveymonkey.com/s/S3NMXR9> . The purpose of this document is to provide applicants with a preview of the questions that are asked in the online application. This document is for **information only** and is not to be submitted as part of any application.

Ensure you have read the 'Program Guidelines' brochure and that you meet all the Eligibility Requirements before completing this application. All applications must be received by 3:00 pm Thursday September 30th, 2010. Successful applicants will be selected and contacted by Friday October 15, 2010.

The Calgary Regional Partnership is regulated by the Freedom of Information and Protection of Privacy Act (FOIPP) of Alberta. The information collected in this application will be for internal use ONLY, and will not be communicated in any way to anyone outside of the partners involved in this project. (See 'Program Guidelines' Brochure for a listing of project partners)

Part 1: GENERAL INFORMATION

Company Information (mailing address)

Company Name:	<input type="text"/>
Address:	<input type="text"/>
City / Town:	<input type="text"/>
Postal Code:	<input type="text"/>
Phone:	<input type="text"/>
Email:	<input type="text"/>
Website:	<input type="text"/>

Physical address of location (if different than above)

Address:	<input type="text"/>
City / Town:	<input type="text"/>
Postal Code:	<input type="text"/>

Does the company operate under a different name?

Yes

No

If yes, what name?

Company Contact

Surname:

First Name:

Position / Title:

General Company Information

Alberta Ownership %:

Incorporation Date (yyyy/mm):

Total annual sales

Previous Year:

Current Year:

**Net Income
(Total Sales less cost of goods sold & operating costs)**

Previous Year:

Current Year:

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Location of Incorporation?

Alberta

Canada

Other (please describe briefly)

Number of employees in Alberta

FTE

PTE

Application Overview:

Provide a brief non-confidential overview describing the company, its mandate, the products/processes being commercialized, the gap being filled in the market and how this program will assist the company. (Max 1800 characters)

PART 2 - APPLICATION

Please check the statement with which the project completely complies. The project is what the candidate will be working on for the duration of the award and includes a description and the status of the technology/product/service to be commercialized. The technology should be ready to go within a reasonable period of time based on the sector. (market ready)

- A) Prospective customers, partners or investors have not been contacted. Product/service or comparable product/service does not exist.
- B) The product/service has gone to several potential customers, partners or investors with mixed reviews.
- C) Potential customers, partners or investors have shown interest in the product/service but have not committed.
- D) Firm orders have been received from several customers.

Please write a paragraph justifying the statement you selected. If answering B,C, or D, name the potential / existing customers.
(maximum 1000 characters)

Please check the statement that best describes the R&D capacity / technical portfolio of the company, its people and facilities. The company:

- A) has the innovative capacity to develop a green building product/service
- B) has developed a green building product/service
- C) ...AND has brought a green building product/service to market.
- D) has demonstrated the sustainable delivery of other green building product(s)/service(s) to the market.

Please write a paragraph justifying the statement you selected. (Maximum 1800 characters) If C or D is chosen, it is essential that examples of the green building product(s)/service(s) delivered to market be listed.

The Vision

Please check the statement that best describes where the company sees the green building product/service going into the marketplace, the market sector and the plan to commercialize. The company:

- A) Has not developed a commercialization plan
- B) Has a preliminary commercialization plan
- C) Has a clear vision for the green building product/service and the market segment and size...
- D) **...AND** a viable commercialization/business plan to deliver the green building product/service to the market.

Please write a paragraph justifying the statement you selected. If C is chosen, provide a written summary that clearly demonstrates an understanding of the market. If D is chosen, it is essential that an executive summary of the commercialization or business plan be provided. (maximum 8000 characters)

BUSINESS ACUMEN

Please check the statement that best describes the company's business gaps and business strengths and weaknesses, including management capacity, marketing sales, business development, risk management, communications, customer relations, global connectivity and market entry capacity. The company:

- A) has a successful track record of bringing green building product(s)/service(s) to market
- B) has demonstrated gaps in one of the above listed attributes
- C) has a significant gap in more than one of the above listed attributes
- D) does not have staff with a business track record

Please write a paragraph justifying the statement you selected. For C or D statement: if gap was established from a SWOT (Strengths, weaknesses, opportunities, threats) analysis, business plan development or assistance by a third party, please provide supporting material. (maximum 8000 characters)

COMPANY GROWTH

Please check the statement that best describes the potential company growth. Company growth includes increased sales and revenue, increased shareholder value, good customer relations, technology commercialization, partnerships, market share/leadership, diversified product offering and new investors. The project's green building product/service:

- A) will be commercialized
- B) will be commercialized and will add to the company's market share and leadership position in the sector

- C) will be commercialized and will add significantly to the company's market share and leadership position in the sector...
- D) **...AND** will include significant international sales after one year

Please write a paragraph justifying the statement you selected. If C or D is chosen, it is essential to include appropriate commercialization plan/business case/market information to support your selection. Have goals/objectives tied into milestones over the length of the project, consistent with where the company is in its lifecycle. Describe interdependency to other initiatives/programs of the company that impact this project and its success. (maximum 8000 characters)

ECONOMIC IMPACT

Please check the statement that best describes the potential economic impact. Economic impact includes new and retained jobs, increased sales, new investments in Alberta, industry product diversification, increased R&D expenditures and facility expansion. The project's green building product/service:

- A) is unlikely to provide significant growth in any of the impact areas
- B) could have significant economic benefits for Alberta in one of the impact areas
- C) is expected to contribute significant economic benefits for Alberta in two impact areas
- D) is certain to provide tangible economic benefits to Alberta in all of the impact areas

Please write a paragraph justifying the statement you selected. If C or D is chosen, it is essential to provide sufficient details to support the economic benefits that are expected from this project. (maximum 8000 characters)

FINANCIAL CONSIDERATIONS

Please check the statement that best describes the company's understanding of its current financial position relevant to its ability to complete the project. The company:

- A) may not have adequate financial resources to complete the project
- B) is seeking further financial resources at the time of application
- C) has adequate financial resources to complete this project
- D) **...AND** has completed the detailed financial forecasts for at least the next two years

Please write a paragraph justifying the statement you selected. If B is chosen, outline financial resources being sought. If C or D is chosen, provide sufficient financial detail to support your position including financial term sheet, status reports and forecasts for the next two years. (maximum 8000 characters)