

Green Building Products Marketing Program Application Form

******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.

Part 1: General Information

Ensure you have read the 'Program Guidelines' brochure and that you meet all the Eligibility Requirements before completing this application. Applications will be accepted from January 3 to February 28, 2011. Applications will be evaluated on a first come, first serve basis. The number of vouchers is limited.

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)

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"/>

Is your company located within the Calgary Region? Please refer to map in the Program Guidelines brochure for clarification. Please note - only businesses within the Calgary Region are eligible.

Yes

No

Does the company operate under a different name?

Yes

No

If yes, what name?

Company Contact

Surname:

First Name:

Position / Title:

Are you an incorporated company?

Yes

No

Total annual sales

2009:

2010:

If you are selected, are you willing to share, in confidence, your latest financial statements?

Yes

No

Number of employees in Alberta

Full Time Employees

Part Time Employees

Application Overview:

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

Please write a paragraph on your past sales, projections, and information on current/past markets specific to the products/services proposed in this application.(Max 1000 characters)

Is the product/service currently on the market?

Yes

No

If Yes, please specify approximate launch date.

If no, when do you expect to launch the product/service?

Have you developed green building technology products/services in the past?

- Yes
- No

If so, were they successfully marketed?

- Yes
- No
- N/A

Please write a paragraph on your Research & Development capacity. Include your average annual investments in R&D, expressed as a percentage of sales and/or the number of full-time employees devoted to Research & Development. (Maximum 1800 characters)

Part 2: Marketing

The company has assessed where it sees the green building products/services going into the marketplace, the market sector and the plan to commercialize.

Do you have a business plan?

- Yes
- No

If yes, are you willing to share your business plan in confidence?

- Yes
- No
- N/A

Was the business plan prepared by:

- Yourself
- Consultant
- Other
- N/A

Other (please specify)

Do you have a marketing plan?

- Yes
- No

If yes, does your marketing plan apply to:

- All your products and services
- Some of your products/services
- The specific products/services outlined in this application

Was your marketing plan prepared by:

- Yourself
- Consultant
- Other
- N/A

Other (please specify)

It is essential that an executive summary of the business plan and/or marketing plan be provided, be specific. (maximum 1000 characters)

Part 3: Strengths, Weaknesses, Opportunities and Threats

Fill in the following boxes so we can assess the Strengths, Weaknesses, Opportunities and Threats of your proposed products/services. Please limit your responses to a maximum of FOUR items in each box. This question provides our adjudication committee a better understanding of your business environment.

Strengths	<input type="text"/>
Weaknesses	<input type="text"/>
Opportunities	<input type="text"/>
Threats	<input type="text"/>

Please write a paragraph including any additional information that you would like to provide us with (Optional). (maximum 8000 characters)

In your opinion, what products/services compete with the products/services you want to commercialize?

In your opinion, who are your major competitors, include their location?

Where is your geographical market in % of sales? (eg: 80% Western Canada, 20% Asia)

Part 4: Financial Considerations

Please check the statement that best describes the company's understanding of it's current financial position relevant to its ability to implement the marketing plan. The company:

- A) may not have adequate financial resources to implement the marketing plan
- B) is seeking further financial resources at the time of application
- C) has adequate financial resources to implement the marketing plan

Please write a paragraph justifying the statement you selected. Be specific as to where your financial resources are coming from. (maximum 2000 characters)

If successful, how many additional employees will you require? (Clarify FTE & PTE)

Part 5: Additional Information

If your application is accepted, you will be required to complete a Productivity Assessment (approximate time to complete: 1 hour). Have you already completed the Productivity Assessment?

- Yes
- No

As part of this research project, generic non-confidential information will be shared with other companies in the region to help them overcome the obstacles of bringing their products/services to market. Are you willing to share our generic non-confidential research findings?

- Yes
- No