

OVIN QEW Innovation Corridor

PROPOSAL QUESTIONS –

Instructions: Answer **all** questions **carefully**. Provide sufficient details for reviewers to assess the merit of the opportunity. If you want reviewers to consider supporting documentation, please refer to specific document titles in your answers below and upload these documents in the Attachment – Additional Supporting Documents section. Attachments must be **brief**.

APPLICATION DATA	
Project Title	«Project_Title»
Application Number	«Application_Number»
Funding Stream	<input type="checkbox"/> Open Call for Proposals
	<input type="checkbox"/> Work Zone Safety – Targeted Call for Proposals
	<input type="checkbox"/> Queue Warning – Targeted Call for Proposals

Section 1 – Project Information (Maximum = 1 page)

1.1 Brief Project Description (Maximum = 150 words)

[Answer here]

1.2 Technology Description (Maximum = 250 words)

1.2.1 Provide a detailed description of the technology you are piloting.

1.2.2 What problem does the technology solve?

1.2.3 How does your technology work?

1.2.4 At what stage of development is your technology? (TRL) What testing or validation has been completed to date?

[Answer here]

Section 2 – Piloting Environment & Requirements (Maximum = 4 pages)

2.1. Describe how you plan to test your technology on the Queen Elizabeth Way (Maximum = 2 page)

[Answer here]

2.2 What specific aspects of the environment will you be utilizing? What equipment, facilities, data, or support services do you need to conduct these tests? (Maximum = 1 page)

[Answer here]

2.3 What metrics will you use to evaluate the success of your pilot? (Maximum = 250 words)

[Answer here]

Section 3 – Applicant Information (Maximum = 1 page)

Complete the tables below for the Applicant and all contributing Project Partners, if applicable. Provide detailed information of the company, leadership, operations (customers, business model, and fundraising activities).

3.1 Applicant Company Information

Company Description (include a short history; high-level description of activities, sector(s); locations of operations; private, public).	
Ownership	
Leadership and advisory board composition	
Description of staff (number and type of staff)	
Customers	
Revenues and sources (specify if the company is pre-revenue)	
Investments (amounts, sources, and dates)	
Current capital raising activities	
Current products and services offered (Including business model and how you make money)	
How this project will be financed (including sources of funds. Confirm that matching funds are from private sources)	

3.2 Describe the applicant company’s role in the project. (Maximum = 100 words)

[Answer here]

3.3 If applicable, describe any partner (strategic or funding partner – not MTO) and the value created for the applicant company from the partnership during the project. (Maximum = 250 words)

[Answer here]

Section 4 – Project Plan and Team (Maximum = 5 pages)

In this section you should explain the project objectives, the plan to deliver on these objectives, and the team who will be implementing the plan.

4.1 List the Project Objectives and provide a specific and measurable description of each objective.

4.1.1 What capabilities do you intend to test and make ready for commercialization? What does success look like? (Maximum = 100 words)

[Answer here]

4.1.3 In the table below, describe project plan, including milestones, personnel requirements, deliverables, budget, and timelines.

Milestones should follow the SMART methodology: Specific, Measurable, Attainable, Responsible, and Timely. The project plan should include at least one final demonstration event as a milestone. For this event, you need to describe what use cases will be demonstrated, where and when it will happen, and who will be invited and expected to participate.

Milestone (checkpoints toward objectives)	Personnel Requirements (human resources required to reach milestone)	Deliverables (specific and measurable results you will achieve)	Budget (eligible expenses required to complete milestone)	Timeline (estimated duration, use generic months "Month 1 to Month 3")

Add rows as required

4.1.4 From the table in section 4.1.3, identify each project team member listed in the Personnel Requirements column in the table below. Highlight the relevant expertise that each team member will contribute to the milestones assigned.

Ensure that CVs for each team member are uploaded to the Supporting Documents section of AccessOCI and that details from this table are consistent with the Team Member table in AccessOCI.

Name	Affiliation (Company)	Expertise

4.1.5. From the table in section 4.1.3, identify personnel gaps in the Personnel Requirements in the table below. For each unfilled role, describe your hiring plan to fill the role.

Role	Hiring Plan	Responsibility	Timeline to Hire

4.2 Risks

4.2.1 From the table in section 4.1.3, identify any potential risks that could affect successful achievement of project milestones and explain proposed mitigation strategies in the table below.

Risk	Probability of Occurrence (Low, Medium, High)	Impact on Project (Low, Medium, High)	Mitigation Strategy

Add rows as required

4.2.2 How will you handle potential delays or setbacks in achieving your milestones? (Maximum = 150 words)

[Answer here]

4.2.3 From the table in section 4.1.3, identify any regulatory and licensing requirements needed to carry out the project. (Maximum = 100 words)

[Answer here]

Section 5 – Commercialization, Return on Investment and Impact (Maximum = 7 pages)

In this section you should justify the rationale for doing the project, then explain your technology, and what you will develop during the project.

5.1 Market Size (Maximum = 1 page)

5.1.1 What market opportunity will this project address?

5.1.2 Describe your target market and customer segments.

[Answer here]

5.2 Commercialization Strategy (Maximum = 1 page)

5.2.1 How do you plan to enter the market? (Partnerships, Direct sales, Licensing, etc.)

5.2.2 What will be the plan to generate revenue?

5.2.2 Provide a timeline for your market entry strategy.

[Answer here]

5.3 Value Proposition (Maximum = 1 page)

5.3.1 What features and functions will be demonstrated/piloted. Include technical details, logical and physical system diagrams, device and/or apparatus drawings/photos, hardware and software platforms used, development tools used, etc.

5.3.2 What is the competitive advantage that this project will help the company achieve?

[Answer here]

5.4 Competitor Analysis (Maximum = 1 page)

5.4.1 Who are your competitors?

5.4.2 How will this project help you differentiate your solution in the marketplace?

Consider using a competitor matrix table to compare your solution to other companies by features.

[Answer here]

5.5 Barriers to Entry (Maximum = 1 page)

5.5.1 Identify any market barriers and describe your plan to address each.

[Answer here]

5.6 Describe any investments and human resources required to deliver the post-project commercialization plan. (Maximum = 250 words)

[Answer here]

5.7 Outline the Return on Investment from this project by completing the table below that describes and justifies the economic benefits to Applicant, all applicable Partners, and the province of Ontario over the next 5 years. Include forecast of jobs retained, jobs created, and revenues. Consider cost savings.

Economic Benefit	Forecasted Numbers for each of the 5 years post-project	Justification (explain how you arrived at these numbers and support each with data)
[Applicant Company] Jobs Created and Retained		
[Applicant Company] Revenue Generated		
[Applicant Company] Costs Savings (if applicable)		

5.7.1 Describe any Intellectual Property (IP) that will be created as a result of this project and your creation and protection strategy. (Maximum = 150 words)

[Answer here]

5.7.2 Describe any expected investment attraction from private capital resulting from this project. (Maximum = 150 words)

[Answer here]

5.7.3 Describe any export potential of your products and services to foreign markets resulting from this project. (Maximum = 100 words)

[Answer here]

5.7.4 Describe the social and environmental (as applicable) benefits to Ontario resulting from this project. (Maximum = 150 words)

[Answer here]

Section 6 – Non-Proprietary Data and Information Outputs

A requirement of OVIN is to collect non-proprietary data and information about the products, services, and technologies supported by OVIN programs including their characteristics, performance, and external requirements. The protocol guiding the collection, sharing, and analysis of the data is referred to as the [Data and Information Sharing Protocol \(DISP\)](#).

Please confirm that you have read and agree to the [DISP's terms and conditions](#) and that you will be able to provide a list of all the non-proprietary data and information elements identified in Appendix 1 of the protocol. The data is essential to support the operation of the Ontario Automobility ecosystem and to advance the development and adoption of Automobility technologies across Ontario's transportation system.

6.1. Your Response (Answer: “Confirmed”)

[Answer here]