**Project Identification**

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| --- |
| **Project Title:** **Priority Sector(s):**  **Project Duration** (#months): **Key words that best describe the proposed research:**  **This application jointly requests funding from NSERC Industry Driven Program in Canada (Yes/No):** ***If yes* Collaborative R&D grant with university Applied R&D grant with college** |

**Contact Information – Lead Participants**

|  |  |  |
| --- | --- | --- |
|  | **Canada****(from Industry only)** | **Brazil (São Paulo)** **(from small Business or Academia)** |
| **Name:**  |  |  |
| **Position:** |  |  |
| **Department:** |  |  |
| **Organization:** |  |  |
| **Tel:** |  |  |
| **Mobile:** |  |  |
| **Fax:** |  |  |
| **E-mail:** |  |  |
| **Website:** |  |  |
| **Address - Street:** |  |  |
| **Address – City/ Province** |  |  |
| **Address – Postal Code** |  |  |

**Contact Information - Other key participants from industry, academia, or government** *(when applicable):*

|  |  |  |
| --- | --- | --- |
|  | **Canada** | **Brazil (São Paulo)** |
| **Name:**  |  |  |
| **Position:** |  |  |
| **Department:** |  |  |
| **Organization:** |  |  |
| **Tel:** |  |  |
| **E-mail:** |  |  |
|  |  |  |
| **Name:**  |  |  |
| **Position:** |  |  |
| **Department:** |  |  |
| **Organization:** |  |  |
| **Tel:** |  |  |
| **E-mail:** |  |  |

**Project Budget Summary:** *(please change ‘Lead Company’ and ‘Collaborator’ to actual participant names)*

|  |  |  |
| --- | --- | --- |
| **CANADA Funding Sources** | **Canada R&D Performers** |  |
| **Lead Company** | **Collaborator A** | **Collaborator B** | **Total Contribution** |
| **Lead company Contribution** |   |   |   |  |
| **Collaborator A** |   |   |   |  |
| **Collaborator B** |   |   |   |  |
| **ISTPCanada** |   |   |   |  |
| **NSERC** |   |   |   |  |
| **Other Government Source**  |   |   |   |  |
| **Total Budget** |  |  |  |  |
|  |  |  |  |  |
| **Brazil (São Paulo) Funding Sources** | **Brazil R&D Performers** |  |
| **Lead Company (PIPE) or****Research Institution (PITE)** | **Collaborator C****(Partner Company in PITE case)** | **Collaborator D** | **Total Contribution** |
| **Lead Company Contribution** |   |   |   |  |
| **Collaborator C** |   |   |   |  |
| **Collaborator D** |   |   |   |  |
| **FAPESP Contribution** |   |   |   |  |
| **Total Budget** |  |  |  |  |
|  |  |  |  |  |
| ***Example of Canada and Brazil (São Paulo) Project Budgets:-*** |  |
| ***Example 1:*** *Canada Budget involving both industry and academia* |
| **CANADA Funding Sources** | **Canada R&D Performers** |  |
| **Lead Company X** | **University A** |  | **Total Contribution** |
| **Lead company X** | **$450,000**  | **$100,000** transferred from Company X to University A; $75,000 used for direct research, and $25,000 for overhead |  | **$450,000**  |
| **ISTPCanada**  | **$400,000** from ISTPCanada($100,000 is transferred to University A) |  |  | **$400,000** |
| **NSERC**  |   | **$150,000** (Industry contribution could be doubled by NSERC matching funds) |  | **Up to $75,000 x 2 = $150,000**  |
| **Total Budget** | **$750,000**  | **Up to $250,000**  |  | **Up to $1,000,000**  |
|  |  |  |  |  |
| ***Example 2:*** *Canada Budget involving only industry participant (no academia)* |
| **CANADA Funding Sources** | **Canada R&D Performers** |  |
| **Lead Company Y** |  |  | **Total Contribution** |
| **Lead Company Y** | $450,000  |  |   | **$450,000**  |
| **ISTPCanada** | $400,000  |  |   | **$400,000**  |
| **Total Budget** | **$850,000**  |  |  | **$850,000**  |
| ***Example 3:*** *Sample of a typical Brazil (São Paulo) Project Budget – Research Institution and Partner Company (PITE case)* |
| **BRAZIL (São Paulo) Funding Sources** | **Brazil R&D Performers** |  |
| **(Lead) University U** | **Partner Company Z** |  | **Total Contribution** |
| **Partner Company Z** | $400,000 |  |  | **$400,000** |
| **FAPESP**  | $400,000 |  |  | **$400,000** |
| **Total Budget** | **$800,000** |  |  | **$800,000** |
|  |  |  |  |  |
| ***Example 4:*** *Sample of a typical Brazil (São Paulo) Project Budget – Small Business (PIPE case)* |
| **BRAZIL (São Paulo) Funding Sources** | **Brazil R&D Performers** |  |
| **Lead Company W** |  |  | **Total Contribution** |
| **Lead Company W** | Company only provides counterpart (in-kind contribution)  |  |  |  |
| **FAPESP**  | $400,000 |  |  | **$400,000** |
| **Total Budget** | **$400,000** |  |  | **$400,000** |

**Budget Justification** (max. length ½ page)

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| --- |
| *Provide appropriate justification to support the proposed budget above including details on important budget items (e.g. labour, equipment, material & supplies, sub-contracts). Explain significant funding flow between participants* |

**Executive Summary** (max. length ½ page)

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| *Please state the key objectives of the proposed R&D collaboration. Briefly describe the innovation (an identifiable problem and your solution to it) and how its implementation will address a market need.* |

**The Innovation** (max. length ½ page)

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| *Briefly discuss the proposed innovation in comparison to current global “best practices.” Explain which specific limitations it will overcome and also present any similar/related investigations proceeding in the world today.* |

**Deliverables/Expected Results** (max. length ½ page)

|  |
| --- |
| *Clearly and concisely describe the product or service that will be the result of your proposed R&D collaboration. This should be the ‘end-result’ or what this collaboration hopes to produce as a tangible product or service.* |

**Proposed R&D Program and Management Plan** (max. length ½ page)

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| --- |
| *Briefly state the project objectives and the main activities required to achieve each objective. Present high level management plan on how various activities (research, development, commercialization, etc) will be coordinated among participants.*  |

**Project Participants and Collaboration** (max. length ½ page)

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| --- |
| *Explain the expertise of participants contributing to this project. Discuss how the collaboration is integrating those expertises both in R&D and commercialization activities. If applicable, present the track record of past collaborations toward commercial applications. Explain if there will be an exchange of young researchers through this collaboration and their value to the project* |

**Market Strength** (max. length ½ page)

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| --- |
| *Describe the market gap which the innovation seeks to fill, and discuss what the addressable market is. Are there any barriers which must be overcome and how will this be achieved? Describe any competitive products or services and the current involvement of the participants within the specified market.* |

**Commercialization – Plans and Prospects** (max. length ½ page)

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| --- |
| *Describe the commercialization strategy for your innovative product/service including: a) Market penetration strategy (and any intellectual property or patent issues which will arise); b) Current relationships with channel partners and sales and services networks; c) Participants ability to commercialize given financial and other resources* |

**Domestic and International Benefits** (max. length ½ page)

*Summarize the expected economic benefits resulting from this R&D collaboration including access to new markets, job creation, technology adoption, competitive advantage, productivity improvements, etc.*

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| **For Canada:** |
| **For Brazil (São Paulo):** |

**CRD/ARD Component** (max. length ½ page)

*Briefly discuss how the proposed CRD/ARD aspects are integral parts of the project, emphasizing the scientific issues to be addressed; describe the involvement and roles of highly qualified personnel (HQP), and indicate the academic researchers’ contribution as appropriate, etc.*

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| --- |
| **Need for CRD/ARD:** |
| **HQP involved:** |

**Company Information** (max. length ½ page)

*Provide the following information for the lead companies (in each country) being used as the commercialization vehicle*

|  |
| --- |
| **Name of Canadian Company:**  **Number of year in business:**  **Number of employees (FTE): total**  **in R&D**  |
| **Core Business:** |
| **Management team:**  |

|  |
| --- |
| **Name of Brazilian (São Paulo) Company:**  **Number of year in business:**  **Number of employees (FTE):**  |
| **Core Business:** |
| **Management team:**  |

**Research and Business Reviewers**

*ISTPCanada will accept suggestions for panellists for the review of your proposal. Your suggested reviewers will be placed into a pool of names from which panels are chosen. Panellist provided by the applicant may or may not be used for the review of your proposal. Please suggest a panellist who you believe will be able to provide a fair and unbiased review of your proposal by providing his/her name and contact information below. Preference will be given to those panellists located in a credible academic institution or business within* ***Canada****. Typical reviewers are academic, subject matter experts from universities, colleges and government labs, industry experts, market researchers, experts from economic development agencies and centres of excellence, and sector experts in the venture capitalism community. Conflict of Interest rules are applicable.*

|  |  |  |
| --- | --- | --- |
| **Research Reviewers** | **Reviewer A** | **Reviewer B** |
| **Name:** |  |  |
| **Position:** |  |  |
| **Department:** |  |  |
| **Company/Organization:**  |  |  |
| **Telephone - Office:** |  |  |
| **Telephone - Mobile:** |  |  |
| **Fax:** |  |  |
| **E-mail, primary:** |  |  |
| **Website:** |  |  |
| **Address - Street:** |  |  |
| **Address – City, Province:** |  |  |
| **Postal Code:** |  |  |

|  |  |  |
| --- | --- | --- |
| **Business Reviewers** | **Reviewer C** | **Reviewer D** |
| **Name:** |  |  |
| **Position:** |  |  |
| **Department:** |  |  |
| **Company/Organization:**  |  |  |
| **Telephone - Office:** |  |  |
| **Telephone - Mobile:** |  |  |
| **Fax:** |  |  |
| **E-mail, primary:** |  |  |
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| **Postal Code:** |  |  |