



**Application Form for the  
 Entertainment Media Incubation Zone  
 @ Dx3 2013**



Dx3 and Entertainment Media are teaming up again to offer a select group of companies commercial exposure to brands, retailers, agencies and publishers over the course of two days. The two days will culminate in a pitch-off to win funding and services from Entertainment Media.

In order to qualify for this opportunity you should:

1. be a for-profit business in a technology field
2. have a proprietary product or service that can be commercialized within two years
3. be in the early stages of business development as one of the following: a start-up company or an existing small business that is in a growth phase or a business changing its focus
4. have identified a market for your technology, have written a basic business plan including description of your business and an outlined financial forecast
5. have a management team in place that can demonstrate their ability to handle both the technical and managerial aspects of your business
6. have secured no more than \$500,000 in funding excluding friends and family

COMPANY/PRODUCT NAME \_\_\_\_\_

STREET ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ STATE/PROVINCE \_\_\_\_\_

POSTAL/ZIP \_\_\_\_\_ COUNTRY \_\_\_\_\_

ADDRESS ABOVE IS THE BUSINESS OFFICE  YES  NO

REGISTERED BUSINESS (INCORPORATED, REGISTERED AS SOLE PROPRIETORSHIP etc.)  YES  NO

YEAR ESTABLISHED \_\_\_\_\_

**CONTACT PERSON**

FIRST NAME \_\_\_\_\_ LAST NAME \_\_\_\_\_ PHONE NUMBER \_\_\_\_\_

EMAIL \_\_\_\_\_ WEBSITE \_\_\_\_\_

Do you own the Domain / URL Address?  YES  NO

STATUS 1) Concept - have formalized the idea, completed research and business plan 2) Development - already validated, now building 3) Launch - now bringing it to market 4) Growth - Launched and now building the business

CONCEPT  DEVELOPMENT  LAUNCH  GROWTH

**SECTOR (CHOOSE AT LEAST ONE)**

eCOMMERCE  mCOMMERCE  MOBILE MARKETING  ONLINE MARKETING  RETAIL  SOCIAL PURPOSE  
 DIGITAL OUT OF HOME  APP DEVELOPMENT  GAMING  VIDEO  EXPERIENTIAL/VIRTUAL TECHNOLOGY  
 LOYALTY PROGRAMS

NUMBER OF EMPLOYEES (If some are part-time, list the Full-Time-Equivalents)

**FUNDING STATUS (This may or may not be applicable depending on your stage)**

N/A AT CURRENT TIME  NOT SEEKING  CURRENTLY SEEKING  SECURED FUNDING

SECURED FUNDING (\$) (if applicable) \_\_\_\_\_

SEEKING (\$) (if you are not looking for investment leave this blank)

\_\_\_\_\_

CURRENT INVESTORS \_\_\_\_\_

- GOVERNMENT OCE    IRAP    SR&ED    FEDDEV    IAE    MRI    ANGEL INVESTMENT  
 VC INVESTMENT    FRIENDS & FAMILY    OTHER    N/A

COMPANY OVERVIEW (PLEASE SHARE DETAILS OF YOUR COMPANY)

IS YOUR BUSINESS MODEL BUILT ON

- USER ACQUISITION    REVENUE ACCUMULATION    BOTH    OTHER

ELEVATOR PITCH : WHAT TO INCLUDE - Who your customers are – describe them by (a) describing what they are trying, with some difficulty, to do and (b) identifying which segment of those you are selling to. If your business is internet-based please remember that your customers are the people who are writing the cheques. What are you selling to them - how is it different and better than anything else on the market? Why is your solution different/better? Outline the revenue model.

Please feel free to include any company collateral to this form.