

The **Regional Advisory Service Fund (RASF)** provides up to \$5,000 in funding for WEtech's eligible youth clients (ages 18-29) in order to undertake startup related activities.

Startup related activities may include trade show registration, specialized service provider support, marketing communication, and other related activities. Other types of projects may be considered on a case-by-case basis provided that such projects can be directly attributed to attaining a near-term milestone which significantly advances the company's investigations of market demand or technological feasibility, de-risks the venture, or otherwise achieves a new objective which substantially improves the company's footing to move forward.

To apply, eligible clients must fill out the below fields and be mindful of the following critical dates:

- o December 1, 2014 – Call for Applications.
- o December 21, 2014 – Application Deadline.
- o January 9, 2015 – Review.
- o January 31, 2015 – Decisions and Approvals.

THE PARTICULARS:

- *Company must be a youth WEtech client between the ages of 18 and 29, and must have agreed to our current Client Engagement Agreement.
- *Company must not have raised more than \$2M in private placement or achieved greater than \$1M in trailing twelve month revenue.
- *Company must have met with a WEtech advisor who will be in support of the application.
- *Successful applicants will be paid by WEtech once they submit project invoices in aggregate at one time.
- *Funds cannot be used on activities already provided by a WEtech resource (Advisor, EIR).
- * Funding for RASF has been generously supported by the Ontario Network of Entrepreneurs (ONE). Funded by the Government of Ontario, the ONE is Ontario's innovation system. The ONE is made up of regional and sector focused organizations designed to help Ontario-based entrepreneurs rapidly grow their companies, and create jobs. For more information on ONE, visit www.onebusiness.ca.
- *Strong applications received earlier than other equally strong applications will take priority
- *All successful applicants must claim all project-related expenses by March 31, 2015

INELIGIBLE EXPENSES:

- *Travel
- *Gratuities
- *Valet Services
- *Dependent Care
- *Home Management
- *Personal Telephone Calls
- *Meals, snacks, and beverages
- *Federal and Provincial Income Taxes
- *Entertainment Expenses, Gifts, and Alcoholic Beverages
- *Expenses Related to Lobbying or Government Relations Activities

ASSESSMENT CRITERIA:

Priority will be given to those client companies that rank high in the following four areas:

1. Team;
2. Proposed Project and Impact on Business;
3. Project Objectives, Outcomes and Deliverables;
4. Business Opportunity and Customer Assessment;

Moreover, the assessment will be based on the responses to the below questions as well as the feedback from the client company's lead advisor. Please complete the below application carefully and thank you for your interest in the Regional Advisory Service Funds.

For more information, please contact Ashlyn Bird, Client Portfolio Manager at WEtech Alliance via email to abird@wetech-alliance.com, or by phone at 519-563-7507.

Helpful Hints: Please fill out this form as accurately and in much detail as possible BUT focus on quality, not quantity. Point form is perfectly acceptable. Try to articulate yourself as clearly and concisely as possible using the least amount of text. Use titles and subtitles to help organize information. Think of this as a practice "pitch" - if you had only one or two minutes to share the most important information about your business, what would you say? Of course, if you have any questions at all through this process, just ask your advisor!

Company Name

Date

Company Contact:

(Name, phone,
email, address.)

**Company
Background**

(Who, what, when,
where, why, how?
Etc.)

**Problem &
Solution**

(Identify the
problem and how
you intend to solve
it. Should include
your value
proposition.)

**Market
Opportunity**

(Target market,
market size,
opportunity and
validation; market
strategy.)

Product or Service Description

(What is your product or service offering? How is it unique or differentiated? What is your competitive advantage?)

Competitive Analysis

(Describe your competitive landscape via a high level SWOT analysis. How many competitors? Where? What is your competitive strategy?)

Financial Forecast

(Define anticipated market size. Describe your business model - how will you generate revenue? What is your revenue forecast for FY1-3? When will you start to incur revenues? When will you incur profit?)

Team Overview

(Describe your management team and other key advisors/partners - credentials, experience, expertise, etc.)

Major Milestones

(What have you accomplished to date? What are your key goals/objectives and when will you achieve them? What milestones will this funding help you achieve? How?)

Funding Proposal

(How much money are you requesting? What will it be used for? What benefit or value will this funding provide your business? Please provide a breakdown and/or budget for the requested funds.)

Other Information

(Is there anything else we should know?)

Client Contact Information

(How and to whom do we provide feedback?)

Client Signature

Advisor Signature