

# Spark Nova Scotia 2023

## Application For Spark Nova Scotia 2023

Completed applications must be submitted by Monday, April 17, 2023 at 11:59 pm ADT. Please answer the following questions as briefly as possible and save the file. Email it to Holly Chisholm at [holly@sparknovascotia.com](mailto:holly@sparknovascotia.com). If you have questions or require more information about the competition, please contact Holly Chisholm.

**Current/Proposed Business Name:**

\_\_\_\_\_

**Business Overview (non-confidential summary, in 50 words or less):**

**My submission can be categorized in the following sector (you may choose more than one sector):**

- Information Technology
- Life Sciences
- Clean Technology
- Ocean Technology
- Other

**My submission is for the following Spark region:**

- Spark Southwest
- Spark Cape Breton
- Spark North

**Contact Name:**

First \_\_\_\_\_ Last \_\_\_\_\_

Email \_\_\_\_\_

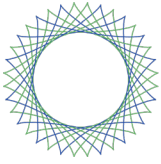
Phone \_\_\_\_\_

**Address:**

Street: \_\_\_\_\_

City: \_\_\_\_\_

Province: \_\_\_\_\_ Postal Code: \_\_\_\_\_



# Spark Nova Scotia 2023

**How did you hear about Spark? (select all that apply):**

- Social Media
- News Release
- University Contact
- Another Start-up Support Organization
- Other

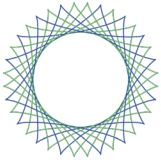
**A. Management Team:**

Provide the name(s) of the majority owner(s) (51 percent or more). Briefly describe their roles and responsibilities.

**B. Value Proposition:**

1. What is your product or service?

2. What is the problem your potential customers are experiencing?



## Spark Nova Scotia 2023

3. In one sentence, what is the end result of your product or service? Does it save money, make customers' lives easier or give them new opportunities? Explain the value of your product or service to your target customer.

### C. Technology

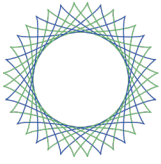
1. What is the current status of the technology/venture? (select one):

- Idea
- In Development
- Proof of Concept
- Working Prototype
- In Market
- Other

### D. Business Model and Market Opportunity:

1. Who are your target customers?

2. Is there evidence customers will buy the product or service? (Have you met with potential customers, received feedback or tested your ideas?)



## Spark Nova Scotia 2023

3. Explain how you're going to make money from your product. Describe the size of the potential market opportunity (i.e., Total Addressable Market).

### **E. Competitive Landscape:**

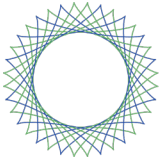
1. If you won \$50 000, how would you spend it on your business?

### **F. Spark Milestones and Success Metrics:**

1. Identify the key milestone(s) that will be addressed with the Spark funds (up to \$50,000). Describe the activities that will be undertaken to achieve the milestone(s) and the budget for each activity. Identify your success metric(s) for each milestone.

### **G. Capital Requirements and Key Metrics:**

1. How much total funding (i.e., beyond Spark funding) is needed to fully develop your prototype and then go to market? How will the money be used?



## **Spark** Nova Scotia **2023**

### **H. Other/Appendices:**

Please provide any other information that could be used to determine your venture's viability and growth potential (please do not exceed one page).

*Confidentiality: All submissions will be treated confidentially and will not be made available to the public. Only those directly involved in managing or judging the competition will view submitted documents. While submission details will not be disclosed, the competition organizers reserve the right to publicly announce those who advance to subsequent competition rounds.*