

APPLICATION GUIDELINES

Muskoka 4.0 encourages you to carefully review the following as you prepare your entry. Applications should be submitted through our [online portal](#) in the format of your choice.

Get right to the point. We are looking for entries that can address the following clearly and concisely.

The Problem and Solution

- The problem are you solving
- The solution you are providing

The Business

- The business and its history
- Pre-revenue, early commercialization or growth stage
- How will the business scale?
- Revenue model
- Intellectual property, if any
- What do you need to succeed?
- What will employment be in 5 years?
- Exit Strategy

The Market

- Describe your customer
- How will you gain customers?
- What's your cost of customer acquisition?
- Your competitors
- Your competitive advantage

The Team

- Capabilities and track record of each founder and key team member

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The Milestones

- What you will achieve with the \$250,000 investment
- For each milestone, provide:
 - Timeline
 - Cost in \$CAD
 - Strategic importance of funding and advice to accomplish the milestone.

The Finances

- Include a financial summary.
- If you are cash flow negative include:
 - How much runway do you need to achieve break even?
 - What factors will influence the length of the runway?
- In an appendix include
 - Monthly cash flows, income statements & balance sheets for the first 2 years
 - Annual cash flows, , income statements & balance sheets for the following 3 years

The Investors

- Investment raised to date
- Sources of investments (including government funding)
- How are these investments and your investors helping you succeed?

Regional Innovation Centres or Incubators

- Which Ontario regional innovation centre or incubator are you currently receiving, or intending to receive, mentoring or other support from?
- Type of support services you are receiving (or hope to receive)
- How are these services and your current mentors helping you succeed?

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We are expecting well prepared entries. If you have any questions do not hesitate to contact us.

WE'RE HERE TO HELP

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