Name:

Company Name:

Wesbite/Socials:

1. **Briefly describe the problem you are trying to solve.**
2. **Briefly describe the solution to the problem stated above. What is your business model?**
3. **What have you done to validate that there is a problem in the market and that your solution is the right one for this problem?**
4. **What have you and your team done to prove early product market fit?**
5. **List and describe at least three customer / user groups your solution is targeting? What validation have you done for these segments and what have you learned that demonstrates you are solving a real problem in the market?**
6. **Who are your main competitors?**
7. **Have you received funding or revenue from any sources for your startup?**
   1. Fonds personnels | Personal Money
   2. Amis et famille | Friends and Family
   3. Subventions | Grants
   4. Fonds de recherche | Research Funds
   5. Investissement providentiel | Angel Investment
   6. Capital de risque | Venture Capital Money
   7. Ventes | Sales
8. **What stage is your product in development?**
   1. Prototype conçu | Prototype Designed
   2. Prototype fabriqué | Prototype Built
   3. Prototype testé par l’équipe | Prototype Tested by Team
   4. Prototype testé par les utilisateurs |Prototype Tested by End-User
   5. Produit prêt pour la vente (pas encoresur le marché) | Product Ready for Sale
   6. Produit complet déjà en vente | Full Product with Sales
9. **How long until your product is on the market?**
   1. Il est déjà sur le marché | It’s on the market
   2. 0 à 3 mois | 0-3 months
   3. 4 à 6 mois | 4-6 months
   4. 7 à 12 mois | 7-12 months
   5. Plus d’un an | + 1 Year
10. **What needs to take place for your product to get to market?**
11. **Who is on the team? What is everyone’s role and what are the strengths?**
12. **Where do you feel are gaps on the team, if any?**
13. **What is your go-to-market strategy? Describe what you are doing to attract customers/users/investors/partners to your business.**
14. **What is your current north star metric? This means, what are you currently working toward? What actions are you taking over the next three months to achieve that?**

**Companies who are admitted into the Exploration Circuit of the Startup Garage program will each be given a Fuel Grant to help get their business up and running. The Fuel Grant amount for companies entering the Exploration Circuit in 2024 is $3,000.**

**Grant can assist with:**

* **Recruiting a new team member**
* **Moving a founder to full-time on the company**
* **Leverage to acquire talent through programs like Mitacs**
* **Purchase materials or infrastructure for prototyping**
* **Implementation of a go-to-market strategy**
* **Trade show or event costs to advance market research, sales, etc.**

1. **Are you leveraging this money with another program? (EX – Mitacs).**