

# Mandatory Criteria

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## Mandatory Criteria (MC)

By submitting this proposal to the Build in Canada Innovation Program, the Bidder certifies the following:

**MC-1 Canadian Bidder:** The Bidder must be Canadian and must be submitting the proposal on its own behalf. A Canadian Bidder is defined as a Bidder having a place of business in Canada where the Bidder conducts activities on a permanent basis that is clearly identified by name and accessible during normal working hours.

- Met - The Bidder is Canadian.
- Not Met - The Bidder is not Canadian.

**MC-2 Canadian Content:** The Bidder must certify that a minimum of 80% of the financial proposal costs are Canadian goods or Canadian services, as defined in the Canadian Content certification. Refer to [Certifications](#).

- Met - The Bidder meets the definition of Canadian Content.
- Not Met - The Bidder does not meet the definition of Canadian Content.

**MC-3 Ownership:** The Bidder must be the owner of the Intellectual Property (IP) for the proposed innovation, or have a licence to the IP rights from a Canadian licensor for the proposed innovation and not be infringing on any IP rights.

- Met - The Bidder is the owner of the Intellectual Property (IP) rights; OR, A Canadian licensor owning the Intellectual Property (IP) rights has granted the Bidder a licence to the IP for the proposed innovation and the Bidder is not infringing on any IP rights.
- Not Met - The Bidder neither owns the Intellectual Property (IP) rights nor has been granted a licence to the IP for the proposed innovation from a Canadian licensor.

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**MC-4 Priority Area:** The proposed innovation must fall within one of the four (4) Priority Areas: Environment, Health, Safety and Security, and Enabling Technologies. Refer to [Priority Areas](#)

- Met - The proposed innovation falls within one of the four (4) Priority Areas: Environment, Health, Safety and Security, and Enabling Technologies.
- Not Met - The proposed innovation does not fall within one of the four (4) Priority Areas: Environment, Health, Safety and Security, and Enabling Technologies.

**MC-5 Commercial Sales:** The Bidder must certify that the proposed pre-commercial innovation is not openly available in the market place or has not been previously sold on a commercial basis as defined in Certifications required with the Proposal. The definitions of Pre-Commercial Innovation and Commercial Sales are provided in [BCIP Definitions](#).

- Met - The innovation is pre-commercial and not openly available in the market place; OR, The innovation is pre-commercial and has not been sold on a commercial basis.
- Not Met - The innovation has been commercially sold.

**MC-6 Maximum Funding:** The Bidder's Financial Proposal must not exceed \$500,000.00 CAD, applicable taxes, shipping costs and proposed travel and living expenses extra, where applicable. Proposals valued in excess of this amount will be considered non-responsive. Refer to [Financial requirements](#).

- Met - The Bidders' financial proposal does not exceed \$500,000.00 CAD.
- Not Met - The Bidders' financial proposal exceeds \$500,000.00 CAD.

## Acknowledgements

By submitting a proposal, The Bidder acknowledges that:

- The Bidder has read, understands, and acknowledges the instructions and the clauses and conditions contained in all parts of the Call for Proposals solicitation;
- The Bidder representative is an authorized signing officer of the Bidder and has authority to submit this Proposal on behalf of the Bidder and to act as the lead contact for purposes of this Proposal;

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- All the information given in this Proposal Submission Form is true and complete;
- The Bidder has not previously been awarded a Canadian Innovation Commercialization Program (CICP) or Build in Canada Innovation Program (BCIP) contract for the proposed Innovation or any previous version of the proposed Innovation;
- The Bidder has submitted the proposed innovation in only one component (Standard or Military);
- The Bidder must achieve a minimum point score of 5 points at “Stage Two – Innovation – Point Rated 6: Advance on the State of the Art”; If the Bidder’s proposed Innovation or any previous version of the proposed Innovation was previously included in a CICP or BCIP pool of pre-qualified proposals, the Bidder’s proposal validity period must have expired; and,
- The Bidder understands that a signature may be requested later during the Public Works and Government Services Canada (PWGSC) contracting process.

By checking this box and submitting this proposal the Bidder agrees to the Mandatory Criteria, Certifications and Acknowledgements identified herein.

Yes.

## Bidder Information and Contact Information

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Please fill out all the required fields before submitting your proposal.

### 1.1 Innovation Name

Please provide a name to uniquely identify the innovation.

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## 1.2 Innovation Description

Please provide a simplified description of the innovation (approximately 15 words).

## Image (Optional)

Please upload an image or diagram of your proposed innovation, if applicable. Only the file types listed below will be considered. The file size should be smaller than 2MB.

- .GIF
- .PNG
- .JPEG

The image may be used by proposal reviewers to add context to the content within your proposal.

## 1.3 Priority Area and Detailed Priority Area

Please select the most appropriate Priority Area and Detailed Priority Area for your Innovation. This information is intended for the purpose of matching proposals to evaluators.

- Environment: Traditional Environment
- Environment: Alternate energy
- Environment: Energy and material efficiency (green)
- Environment: Greenhouse gases
- Environment: Other
- Health: Pharmaceuticals
- Health: Food Safety
- Health: Public Health

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- Health: Medical Devices
- Health: Assistive Devices
- Health: Health Software Systems
- Health: Other
- Safety and Security: Public Safety
- Safety and Security: Public Security
- Safety and Security: Defence Hardware Systems
- Safety and Security: Defence Hardware Software Systems
- Safety and Security: Defence Electronics
- Safety and Security: Hazardous Waste Management
- Safety and Security: Other
- Enabling Technologies: Information Technology
- Enabling Technologies: Computer Technology
- Enabling Technologies: Nanotechnologies
- Enabling Technologies: Biotechnologies
- Enabling Technologies: Other

#### **1.4 Procurement Business Number**

Provide the Procurement Business Number (PBN) for the Bidder. (Specify N/A if not available.) A Procurement Business Number is not required in order to submit a proposal to the Build in Canada Innovation Program; however, one is required to contract with the Federal Government.

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### 1.5 Bidder

Provide the name of the Bidder (generally, the company name).

*Note:* Bidder is defined as a person or entity (or, in the case of a joint venture, the persons or entities) submitting a bid to perform a contract for goods, services or both.

### 1.6 Division

Indicate the Division, Department or Business Unit. (Specify N/A if not applicable.)

### 1.7 Address

Provide the street address of the Bidder.

### 1.8 City

Provide the city of the Bidder.

### 1.9 Province/Territory

Specify the province or territory of the Bidder.

- Alberta
- British Columbia
- Manitoba

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- New Brunswick
- Newfoundland and Labrador
- Nova Scotia
- Northwest Territories
- Nunavut
- Ontario
- Prince Edward Island
- Quebec
- Saskatchewan
- Yukon

### **1.10 Postal Code**

Provide the Postal Code of the Bidder.

### **1.11 Bidder Representative Full Name**

Please provide the full name of the Bidder Representative. The Bidder Representative must be an authorized signing officer of the Bidder, have authority to submit this proposal on behalf of the Bidder and act as the lead contact for purposes of this Proposal.

### **1.12 Bidder Representative Title**

Provide the Bidder Representative's title (Dr/Mr/Mrs/Ms/Rank).

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### 1.13 Bidder Representative Position

Provide the Bidder Representative's title or role in the organization.

### 1.14 Email

Provide the Bidder Representative's email address. This email will be used for all official correspondence for this Proposal.

#### Would you like to join the BCIP mailing list?

- Yes, please send the newsletter to my email address.
- No, thank you.

### 1.15 Bidder Representative Mailing Address (if different from Bidder Address)

If the Bidder Representative's mailing address is different from the Bidder address details provided above, please enter it here. (Specify N/A if the Bidder Representative address is the same as the Bidder address.)

### 1.16 Phone

Provide a phone number for the Bidder Representative including extension.

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### 1.17 Alternative Phone (Optional)

Provide an alternative phone number for the Bidder Representative including extension, if applicable. (Specify N/A if not applicable.)

### 1.18 Bidder's Language Capabilities

Please indicate below your company's language capabilities relevant to a potential test. This information is for matching successful proposals to testing departments. **This question will not be evaluated.**

- Could support oral and written communications in an Anglophone environment.
- Could support oral and written communications in a Francophone environment.
- Could support oral and written communications in both Anglophone and Francophone environments.

### 1.19 Outreach

The BCIP is always seeking input on the effectiveness of its outreach. To assist the program as it continues to develop its outreach strategy, please specify how your company initially learned about the BCIP, formerly the Canadian Innovation Commercialization Program (CICP). **This question will not be evaluated.**

Select all options that apply.

- Office of Small and Medium Enterprises (OSME) Regional Offices
- National Research Council - Industrial Research Assistance Program
- Buyandsell.gc.ca
- BCIP Update List
- Government website other than buyandsell.gc.ca

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- Representative at a trade show
- Notified directly by a Government department
- Press release
- Business Association
- Newspaper article
- Other (please specify) \_\_\_\_\_

## 1.20 Previous Participation

### 1.20 (a)

Has your company received a contract in the past or do you have an active pre-qualified innovation from a previous Build in Canada Innovation Program (BCIP) or Canadian Innovation Commercialization Program (CICP) Call for Proposals?

- Yes
- No

### 1.20 (b)

Please provide the name(s) of the innovation(s) previously pre-qualified or contracted, including the contract number(s), and patent number(s) (if applicable).

## 1.21 Employment Created or Maintained

The Bidder is requested to specify the impact on employment in Canada should it be awarded a contract as a result of this Call for Proposal. **This question will not be evaluated.**

*Context:* The government has determined that its procurement activities should be consistent with and supportive of national socio-economic objectives.

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*Instructions:* This information should be shown in terms of full-time equivalents (FTEs), calculated by multiplying the number of individuals proposed times the duration of the contract. For example, if two individuals will be employed full-time and the contract has a duration of 6 months, the FTE count would be 1. Alternatively, if one individual will be employed and the period of the contract is 3 months then the FTE count would be 0.25.

Projected jobs created in Canada during the proposed Contract Period

Projected jobs maintained in Canada during the proposed Contract Period

## 1.22 Statistical Information

**This question will not be evaluated**

### Size of business

- Micro (1-4 employees)
- Small (Goods: 5-99 employees; Services: 5-49 employees)
- Medium (Goods: 100-499 employees; Services: 50-499 employees)
- Large (500+ employees)

### Percentage of women in business ownership

- 0
- < 50 %
- 50%
- >50%
- 100%

### Percentage of Aboriginal people in business ownership

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- 0
- < 50 %
- 50%
- >50%
- 100%

### 1.23 Proposed Terms and Conditions

Please indicate below the statement that describes your willingness to accept the Terms and Conditions contained in the Draft Resulting Contract of the solicitation document. If you select "The Terms and Conditions are partially accepted with minor proposed modifications", the proposed modifications must be provided to the Contracting Authority upon request and within the specified timeframe.

- The Terms and Conditions are partially accepted with minor proposed modifications.
- The Terms and Conditions are accepted in their entirety.

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# STAGE ONE – Screening Criteria 1 – Readiness

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The following sections must receive pass scores for all required evaluation criteria in order to proceed to Stage Two, Point-Rated Criteria. Failure to meet any screening criteria will result in the Bidder being deemed non-responsive and given no further consideration.

## Usability of Proposed Innovation for Testing

The BCIP uses a scale of [Technology Readiness Levels](#) (TRL) to help determine whether the proposed innovation meets a minimum level of development to qualify for the program. At the time of bid submission, proposed innovations must be ready for testing in an operational setting within the federal government, including having been tested in situations or environments that would be appropriate for the identified TRL. The Bidder must provide sufficient evidence to support their claims, and provide details on those left to obtain

### Pass

- The Bidder has demonstrated that the innovation has reached the appropriate level of development, testing and validation to a minimum of TRL 7 as required under the BCIP;
- The Bidder has demonstrated that they have obtained the certifications, licences, and approvals required to test their innovation in an operational setting at the time of bid closing, and provided details on those left to obtain;
- The Bidder has demonstrated it has appropriately addressed the technical challenges during the development of the proposed innovation;
- The Bidder has demonstrated it has appropriately identified the remaining technical challenges to be addressed that are appropriate for the proposed innovation's current

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status and that would be required to satisfy the requirements for full commercial readiness; and,

- The Bidder has indicated that the proposed innovation can be delivered, is ready to test with an acceptable amount of configuration, and that the test can be realistically completed by March 31, 2016.

#### **Fail**

- The Bidder has not demonstrated that the innovation has reached the appropriate level of development, testing and validation to a minimum of TRL 7 as required under the BCIP;
- The Bidder has not demonstrated that they have obtained the certifications, licences, and approvals required to test their innovation in an operational setting at the time of bid closing;
- The Bidder has not demonstrated it has appropriately addressed the technical challenges during the development of the proposed innovation;
- The Bidder has not demonstrated it has appropriately identified the remaining technical challenges to be addressed that are appropriate for the proposed innovation's current status and that would be required to satisfy the requirements for full commercial readiness; or,
- The Bidder has not indicated that the proposed innovation can be delivered, is ready to test with an acceptable amount of configuration, and that the test can be realistically completed by March 31, 2016.

### **SC 1.1 Innovation Overview: Technology Readiness Level**

Please select the appropriate Technology Readiness Level (TRL) for your proposed innovation by selecting the appropriate response from the options listed below. TRL 7 is the minimum acceptable readiness level for testing with BCIP.

- TRL 7. Prototype ready (form, fit and function) for demonstration in an appropriate operational environment.
- TRL 8. Actual technology completed and qualified through test and demonstration.
- TRL 9. Actual technology proven through successful operations.

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### SC 1.1 (a)

Please confirm that the proposed innovation corresponds with the selected TRL definition by responding to the following questions.

In 100 words or less, please describe the performance validation conducted to date.

### SC 1.1 (b)

In 100 words or less, please describe the technical challenges that have been addressed.

### SC 1.1 (c)

In 100 words or less, please describe the technical challenges that remain to be addressed.

### SC 1.2 Certifications, Licences, and Approvals

Bidders must have the certifications, licences, and approvals required to test their innovation in an operational setting at the time of bid closing, and provide details on those left to obtain.

In 300 words or less, please describe (as appropriate) the required certifications, licences, and approvals, obtained to date for the proposed innovation.

- Be specific with respect to named regulatory bodies and requirements of the referenced certification(s) as they apply to the usability of the proposed innovation for testing;
- If the proposed innovation is a medical device, please indicate the class of medical device and whether it is licensed; and,
- Describe any outstanding performance or quality assurance testing required to ensure safe use by testing departments by March 31, 2016.

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SAMPLE

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# STAGE ONE – Screening Criteria 2: Commercialization Capacity

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The following sections must receive pass scores for all required evaluation criteria in order to proceed to Stage Two, Point-Rated Criteria. Failure to meet any screening criteria will result in the Bidder being deemed non-responsive and given no further consideration.

## **Capacity of the Company to Commercialize the Proposed Innovation**

The following sections are designed to determine if the Bidder has the capacity to ensure a successful test and is in a position to move into the early commercialization period of the proposed innovation. Evaluators will determine if the Bidder's company passes or fails in the following areas:

### **Pass**

The Bidder has:

- Demonstrated a management structure that includes representation with relevant business, financial and technical qualifications that are appropriate for the respective industry which will enable the bidder to move the proposed innovation into commercial markets;
- A financial strategy that demonstrates the capacity, resources and expertise necessary to move the proposed innovation into commercial markets; and,
- An Intellectual Property strategy for the proposed innovation that is appropriate for their respective sector or industry.

### **Fail**

The Bidder has:

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- Not demonstrated a management structure that includes representation with relevant business, financial, and technical qualifications that are appropriate for the respective industry which will enable the bidder to move the proposed innovation into commercial markets;
- An inadequate financial strategy that does not demonstrate the capacity, resources or expertise necessary to move the proposed innovation into commercial markets; or,
- An Intellectual Property strategy for the proposed innovation that is inappropriate for their respective sector or industry

### SC 2.1 Company Overview

In 250 words or less, please describe your company and its operations. Responses should include the following:

- A short history of your company, company milestones, and vision;
- The number of years your company has been in business;
- The company's operations and types of product or service offerings; and,
- The company's partners, joint-ventures and strategic relationships (if and where applicable to the proposed innovation).

### SC 2.2 Management Structure Overview (Capacity and Capability)

In 500 words or less, please provide a brief overview of your company's management structure. Responses should include the following information for key member(s) of management involved in the current and future development and commercialization strategy of the proposed innovation (such as, but not limited to, Chief Executive Officer, President, Chief Financial Officer and Chief Technology Officer). Bidders must demonstrate representation with relevant business, technical and financial qualifications for their respective industry which will enable them to move the proposed innovation into commercial markets:

- Names of key member(s);

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- Description of each key member(s)' education and experience in their respective sector as it relates to the development of the proposed innovation;
- Key member(s)' role within the company and their impact on the development of the proposed innovation; and,
- Relevant experience and notable accomplishments in their respective sector (for example, awards, publications, positions held in other organizations, etc.).

### SC 2.3 Company Financial Information

Please indicate the company's financial history and financial forecast by providing the following information and selecting the applicable option from the dropdown menu. The financial forecast and financial history will be used to determine if your company has the funds to commercialize the proposed innovation.

\*Revenue does not include grants and contributions or other forms of investment income.

	Revenue* (\$CAD)	Select One
2011	<div style="border: 1px solid black; width: 165px; height: 28px;"></div>	<input type="radio"/> Profitable <input type="radio"/> Break Even <input type="radio"/> Loss <input type="radio"/> Not Applicable
2012	<div style="border: 1px solid black; width: 165px; height: 28px;"></div>	<input type="radio"/> Profitable <input type="radio"/> Break Even <input type="radio"/> Loss <input type="radio"/> Not Applicable
2013	<div style="border: 1px solid black; width: 165px; height: 28px;"></div>	<input type="radio"/> Profitable <input type="radio"/> Break Even

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		<input type="radio"/> Loss <input type="radio"/> Not Applicable
2014	<input type="text"/>	<input type="radio"/> Profitable <input type="radio"/> Break Even <input type="radio"/> Loss <input type="radio"/> Not Applicable
2015	<input type="text"/>	<input type="radio"/> Profitable <input type="radio"/> Break Even <input type="radio"/> Loss <input type="radio"/> Not Applicable
2016	<input type="text"/>	<input type="radio"/> Profitable <input type="radio"/> Break Even <input type="radio"/> Loss <input type="radio"/> Not Applicable

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## 2.4 Go-to-Market Financial Requirements

The following sections are used to determine if your company has the appropriate funds to commercialize.

### SC 2.4 (a)

Please provide an estimate of the total number of months required to reach commercialization from the proposed innovation's current state of readiness. (Provide a numerical response.)

### SC 2.4 (b)

Please provide a dollar value estimate of the total funds required to reach commercialization from the proposed innovation's current state of readiness. (State the amount in Canadian Dollars).

\$

### SC 2.4 (c)

In 200 words or less, based on the value in the box above please detail the breakdown of costs (financial requirements) to include, but not limited to, research and development costs, marketing and sales costs, capital investment, manufacturing costs, human resource costs and any other relevant costs specific to the proposed innovation.

### SC 2.4 (d)

In 200 words or less, please outline the funds required for your proposed innovation to reach commercialization status as specified in the box above. Please provide details on available funds

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and sources (for example: company funds, loans, lines of credit, government programs, private investors, venture capital). For funds not yet secured, please outline your plan to secure those funds. Please note this should not include funding from a potential BCIP contract.

### SC 2.5 Go-to-Market Resource Requirements

In 250 words or less, please describe the key elements of your three-year plan to support a sustainable go-to-market plan for the company. Where applicable, responses should include the following:

- Estimate of total financial resources required for the next three years (for example, capital assets, accommodation requirements, leasing or renting costs) and quantify where possible;
- Estimate the total time required to achieve sustainable market position;
- The human resource requirements to sustain the go-to-market plan over the next three years;
- Other strategic alliances or partnerships (for example, production agreements, research and development collaborations, marketing or sales agreements);
- Describe all activities that your company will be engaged in for the go-to-market plan (for example, marketing or sales agreements, purchase of capital equipment, strategic partnerships/alliances, etc.); and,
- The steps that will be taken to obtain the funds required to support the company's financial, capital and other resource needs.

### SC 2.6 Intellectual Property (IP) Status and Ownership

From the list provided below, please select the choice(s) that best reflect(s) the patent status and patent ownership status relating to the proposed innovation, including any other IP protection that applies.

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**Patent Status in Canada**

- None filed
- Filed pending approval
- 1-3 granted
- More than 3 granted

**Patent Status International**

- None filed
- Filed pending approval
- 1-3 granted
- More than 3 granted

**IP Licenses**

- No patents/copyrights
- Owned by company
- In-licensed from Canadian 3rd party
- In-licensed from global 3rd party

**Other IP Protection**

- None / Not Applicable
- Trade secrets
- Trademarks
- Copyright
- Other

In 100 words or less, please provide a brief description of your organization’s IP strategy and approach. Responses should include the following:

- A description of the IP strategy;
- Source of the IP; Patent number(s) if applicable; and
- Outline why this strategy is appropriate for this proposed innovation.

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# STAGE TWO – Point-Rated Criteria – Commercialization

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The following sections are to be evaluated based on the responses provided by Bidders. The Bidder will respond to each individual question, which will be evaluated and assigned points based on the conclusion of an evaluator.

## Point-Rated Criteria 1: Proposed Innovation Adoption Potential

### PR 1.1 Installation and Adoption Requirements of an End User

In 400 words or less, please describe the requirements of an end user to install or adopt the proposed innovation. Responses should include the following:

- A description of the requirements (including time and resources) of the end user in a typical installation or adoption;
- Challenges of a typical installation or adoption and how they are addressed;
- Organizational impact (organizational change or resources required); and,
- Minimum technical requirements needed to make proposed innovation adoption feasible.

### Evaluation of Proposed Innovation Adoption Potential

0 Points: In relation to the benefits, the proposed innovation requires an unacceptable amount of time and resources on behalf of the end user and has unaddressed challenges in its adoption by a typical end user that could interrupt standard operations.

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- 4 Points: In relation to the benefits, the proposed innovation requires a significant amount of time and resources on behalf of the end user and has unaddressed challenges in its adoption by a typical end user. The adoption could interrupt standard operations of the end user, but the Bidder has addressed an acceptable number of challenges and any interruptions in operations would be minimal.
- 12 Points: In relation to the benefits, the proposed innovation requires only a limited amount of time and resources on behalf of the end user. The majority of challenges in its adoption by a typical end user have been addressed, and its adoption has little to no risk of interrupting standard operations of the end user.
- 16 Points: In relation to the benefits, the proposed innovation requires virtually no time and resources on behalf of the end user, it can be seamlessly adopted by a typical end user and its adoption has no risk of interrupting standard operations of the end user.

## Point-Rated Criteria 2: Commercialization Strategy and Implementation

### PR 2.1 Commercialization Strategy

In 500 words or less, please provide a brief overview of your company's business model and commercialization strategy related to market roll-out and scale-up of the proposed innovation (for example: present your go-to-market plan from introduction to full market roll-out). Responses should include the following:

- How the company plans to introduce the proposed innovation to the market;
- The strategies that will be used to ensure the proposed innovation will be successful;
- How this success will be sustained;
- The physical and human resources required to support commercialization of the innovation; and,
- A business model that reflects the day-to-day operations of your business and how the roll-out of this proposed innovation fits into the business model of the company. This includes:
  - Operating, marketing and employment strategies;
  - Partners, production capabilities, and target audiences, and,

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- These above listed elements should be described in relation to the commercialization strategy of the proposed innovation.

### PR 2.2 Business Overview: Market Roll-out Risk

- In 250 words or less, please provide an overview of the probability and impact of the risks which must be managed during a potential commercialization roll-out. Where applicable, responses should include the following: Long term technology risks;
- Commercialization implementation risk;
- Market risks (for example, barriers to market entry);
- Financial risks;
- Competition risks; and,
- The mitigation strategy for each of these risks and any residual risk.

### Evaluation of Commercialization Strategy and Implementation

0 Points: The commercialization strategy, market risk strategies and mitigation strategies presented are inadequate, incomplete or have not yet been prepared.

8 Points: The commercialization strategy, market risk strategies and mitigation strategies presented may be adequate to support limited target market entry, but there are a number of shortcomings in the expertise, human resources, partners/sales channels or physical assets necessary for the firm to move forward with commercialization. If not remedied, these shortcomings could present significant risks to successful commercialization.

16 Points: The commercialization strategy, market risk strategies and mitigation strategies presented are clear and well-developed and, given full implementation, should

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support entry into the target market. There are minor shortcomings in the expertise, human resources, partners/sales channels and physical assets necessary for the firm to move forward with commercialization, but these present only small risks to successful commercialization.

24 Points: The commercialization strategy, market risk strategies and mitigation strategies presented are complete, strong and innovative, and are highly likely to support long-term and sustained entry into the target markets. The Bidder has the expertise, human resources, partners/sales channels and physical assets required to move forward with successful commercialization.

### Point-Rated Criteria 3: Target Market

#### PR 3.1 Target Market

In 200 words or less, please specify the desired end users or markets that are targeted by the company. Responses should include the following:

- The groups, industries, sectors or other categories of users that are targeted by the company;
- A brief explanation of why they are targeted; and,
- If applicable, any secondary markets that are targeted by the company.

#### PR 3.2 Estimate of the Total Available Market

##### PR 3.2 (a)

Please indicate your estimate of the size of the total market for your proposed innovation, based on total annual sales, by selecting the appropriate response from the following options:

- < \$100K
- \$100K to < \$1M

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- \$1M to < \$10M
- \$10M to < \$100M
- \$100M to < \$1B
- ≥\$1B

### PR 3.2 (b)

In 200 words or less, please provide specific rationale for your claim. Identify third party sources or reports that validate your claims.

### PR 3.3 Market Compound Annual Growth Rate

Please indicate the compound annual growth rate. Select the appropriate response from the following options:

- 0-15%
- 16-25%
- 26-50%
- 51-100%
- >100%

### Evaluation of Target Market

- 0 Points: The identified target market for the proposed innovation is inadequate; therefore, further evaluation of the market size and market growth is inconsequential.
- 4 Points: The identified target market for the proposed innovation is appropriate and the market is of adequate size *or* of satisfactory growth.
- 8 Points: The identified target market for the proposed innovation is appropriate and the market is of adequate size *and* of satisfactory growth.

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16 Points: The identified target market for the proposed innovation is appropriate and the market is of significant size and of significant growth.

## Point-Rated Criteria 4: Competition

### PR 4.1 Competition and Substitutes

In 300 words or less, please provide a description of your direct or indirect competitive environment. Responses should include the following:

- Your unique selling proposal;
- Your closest competitors;
- Your strengths and weaknesses compared to your closest competitors. Be specific in your comparison and quantify where possible (for example, if your product uses less energy, provide the number of kW less per week); and,
- Provide at least 3 specific, measurable comparisons between the proposed innovation and the competition.

### PR 4.2 Substitutability of the Proposed Innovation

In 200 words or less, please provide the justification why a potential end user should adopt this proposed innovation over their current method of operations, and over solutions offered by competitors. Responses should include the following:

- How other solutions or goods/services can be substitutes for this proposed innovation;
- The costs of adoption in relation to the benefits of adoption; and,
- If an end user does not adopt this innovation or uses a competitor's good/service, what losses, including lost opportunities, may be experienced by the end user (if applicable)?

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### **Evaluation of Competition**

- 0 Points: As commercialization proceeds, the proposed innovation will face major competition from well-established organizations that have goods or services competing for the same market, limiting market entry.
- 5 Points: As commercialization proceeds, the proposed innovation will be able to establish a small market position but will likely have to contend with significant competitors to achieve further growth.
- 10 Points: As commercialization proceeds, the proposed innovation will have a "window of opportunity" to achieve a viable market position before the competition introduces an equivalent or superior offering.
- 15 Points: As commercialization proceeds, the proposed innovation will have sustainable differentiation to effectively compete for the long term against competitive offerings.

## **Point-Rated Criteria 5: Potential for Broader Adoption of Proposed Innovation**

### **PR 5.1 Estimate of the 3 Year Horizon Addressable Market**

#### **PR 5.1 (a)**

Please indicate your estimate of the portion of the market your firm will be able to address, based on total annual sales projections over the next three years. Respond by selecting the appropriate response from the following options:

- < \$100K
- \$100K to < \$1M
- \$1M to < \$10M
- \$10M to < \$100M
- \$100M to <\$1B

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- $\geq$  \$1B

### PR 5.1 (b)

In 200 words or less, please describe the method used to validate the sales projections provided above. Responses should include examples of the following:

- Customers or evidence of potential customers/clients;
- Letters of intent from potential customers/clients; and,
- Interest through trade shows and industry events promoting your technology.

### PR 5.2 Scale Up After Successful Commercialization: Revenue Growth

Please indicate your estimate of the number of years required for your organization to achieve more than \$10M in annual revenues from this proposed innovation. Respond by selecting the appropriate response from the following options:

- < 1 year
- 1 to < 2 years
- 2 to < 4 years
- 4 to < 6 years
- 6 to < 10 years
- $\geq$  10 years
- Not applicable

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### PR 5.3 Business Overview: Other Applications or Markets for the Proposed Innovation

In 200 words or less, if applicable, please describe other applications or markets for the proposed innovation beyond the benefits to end users proposed. Responses should include the following:

- Other potential applications or markets where the proposed innovation would potentially offer significant positive benefits/impacts;
- The nature of those benefits/impacts for additional end users; and,
- How these other applications will fit into the primary offerings.

### PR 5.4 Total Acquisition and Installation Cost

#### PR 5.4 (a)

Please provide an estimate of the cost that the end user would incur to purchase and install the proposed innovation. This estimate should reflect the goods, services and all other costs required to maximize the key features and benefits described in the proposal.

- Indicate the one-time cost of acquiring and installing the proposed innovation.
- Enter the amount in Canadian dollars. Do not add any non-numerical characters, such as dollar signs, commas, periods or spaces.

\$

#### PR 5.4 (b)

In 200 words or less (if applicable) please provide an explanation of these costs.

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### **Evaluation of Potential for Broader Adoption of Proposed Innovation**

- 0 Points: Based on the addressable market, pricing and realistic market growth, there is no potential for broader adoption by end users.
- 5 Points: Based on the addressable market, pricing and realistic market growth, there is moderate potential for broader adoption by end users.
- 10 Points: Based on the addressable market, pricing and realistic market growth, there is significant potential for broader adoption by end users.
- 15 Points: Based on the addressable market, pricing and realistic market growth, there is exceptional potential of significant broader adoption by end users.

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# STAGE TWO – Point-Rated Criteria – Innovation

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The following sections are to be evaluated based on the responses provided by Bidders. The Bidder will respond to each individual question, which will be evaluated and assigned points based on the conclusion of an evaluator.

## **Point-Rated Criteria 6: Advance on the State of the Art**

This criterion is intended to evaluate the level of advancement the proposed innovation provides over the current state of the art.

**The minimum required score for this Point Rated Criterion is 5 points. Proposals which fail to meet this score will be declared non-responsive.**

### **PR 6.1 General Overview of the Proposed Innovation**

In 300 words or less, please provide a general description of your proposed innovation. This description should provide non-technical key information that would clearly describe the proposed innovation to potential end users or investors.

- Provide a non-technical overview of your proposed innovation and its unique value proposition, for example: why your innovation would add more value or provide a better solution than the competition;
- Identify why you developed the proposed innovation; Describe how it advances the state of the art in your field or industry; and,
- Describe the general concept of why potential end users or investors would be interested in the proposed innovation.

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### **PR 6.2 Technical Specifications of the Innovation**

Please describe the functions, key specifications and outputs that distinguish your proposed innovation from existing goods and services.

#### **PR 6.2 (a)**

In 200 words or less, describe how your proposed innovation functions in a planned operational setting.

#### **PR 6.2 (b)**

In 200 words or less, describe the technical specifications of your proposed innovation and how they differentiate your innovation from other market leaders or state-of-the-art goods or services (including substitute goods or status quo).

#### **PR 6.2 (c)**

In 200 words or less, describe the evidence, including measured, quantified or observed data that prove that the specifications of the proposed innovation were achieved. Please provide reference if the results were obtained from third party testing (for example, testing laboratory or beta client).

### **Evaluation of the Advance on the State of the Art**

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- 0 Points: The proposed innovation is not an advance on the current state of the art and does not advance the key features and benefits of the current state of the art.
- 5 Points: The proposed innovation is a minimal advance on the current state of the art and improves the key features and benefits of the current state of the art.
- 10 Points: The proposed innovation is a moderate advance on the current state of the art and improves the key features and benefits of the current state of the art.
- 15 Points: The proposed innovation is a significant advance on the current state of the art and significantly improves the key features and benefits of the current state of the art.
- 25 Points: The proposed innovation is an exceptional advance on the state of the art and can be considered a new benchmark of state of the art that is clearly ahead of competitors and their current offerings.

### **Point-Rated Criteria 7: Usefulness, Efficacy, or Value of Features and Benefits over the Competition**

This criterion is intended to evaluate why the proposed innovation is considered more favourable to be adopted than offerings from the competition, including the features and benefits that would be experienced by the end user that would not be provided by competitors.

#### **PR 7.1 Key Features and Benefits of the Innovation**

In 400 words or less, please describe the features and benefits of your proposed innovation and how those features and benefits compare with your competition, either directly or indirectly:

- State and contrast the key features and benefits of the proposed innovation over the market leaders identified.
- Include any relevant qualitative or quantitative data or measurable benefits.

#### **Evaluation of Usefulness, Efficacy or Value of Features and Benefits**

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- 0 Points: The proposed innovation has no features or benefits that offer differentiation from competitive offerings already in the marketplace.
- 5 Points: The proposed innovation has features and benefits that offer minimal differentiation from competitive offerings already in the marketplace.
- 10 Points: The proposed innovation has unique features and benefits that offer moderate differentiation from competitive offerings already in the marketplace.
- 15 Points: The proposed innovation has unique features and benefits that provide significant differentiation from competitive offerings, with the potential to create competitive advantages in existing market niches.
- 25 Points: The proposed innovation has unique features and benefits that provide exceptional differentiation from competitive offerings and are sufficiently unique that the potential exists to not only create significant competitive advantage in existing market niches but also define new market spaces.

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# STAGE TWO – Point Rated Criteria – BCIP Test Plan

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The following sections are to be evaluated based on the responses provided by Bidders. The Bidder will respond to each individual question, which will be evaluated and assigned points based on the conclusion of an evaluator.

## **Point-Rated Criteria 8: Scope and Feasibility of BCIP Test Plan**

The BCIP requires a well thought-out test plan to ensure that a match within the federal government can be found in a timely manner.

The BCIP test plan will be the foundation of the Statement of Work (SOW) drafted between the testing department and the bidder, when matched, it may speed up the contracting process. This section is designed to help match your proposed innovation with the appropriate testing department within the federal government. To learn more about the Statement of Work please click [here](#).

### **PR 8.1 Proposed BCIP Test Plan Summary**

In 150 words or less, please provide a brief description of your proposed BCIP test in the federal government. Responses should include the following:

- The objectives of testing the proposed innovation.
- The summary of the proposed testing scenario and test methods; and,
- The environment(s) required to test the proposed innovation (i.e. laboratory, field).

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## PR 8.2 Logistic and Resource Requirements

In 250 words or less, please identify the logistic and resource requirements for the installation and operations of the proposed innovation. Responses should include the following:

- The required physical resources to be provided by the test department, such as equipment, infrastructure, or utilities, as well as technical requirements for proper functioning of the innovation (if applicable);
- The proposed human resource requirements to the test department related to installation, configuration and testing of the proposed innovation; and,
- The estimated time (in weeks) required to complete and deliver the associated goods or services and any implementation requirements necessary for test plan execution.

## PR 8.3 Performance Metrics and Targets

In 250 words or less, please provide the specific metrics that would be measured and verified through the proposed BCIP test, as well as how performance and value measurement and monitoring could be accomplished. Responses should be specific and include the following, where applicable:

- Proposed schedule for test plan execution;
- Technical metrics to be measured;
- Benefit/impact metrics to be measured;
- The methods used to verify these metrics, including the source and frequency of data collection;
- The expertise required to assess the results of the BCIP tests or previous tests; and,
- Any other requirements needed throughout the life cycle of the proposed innovation's testing period.

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### PR 8.4 Test Departments and Potential Benefits

Please identify the target testing department or departments that, in your opinion, would be best suited to host the proposed test outlined in the previous responses. In 200 words or less, state the rationale of your opinion, and describe the specific benefits that could potentially be experienced by the testing department or its stakeholders as a direct result of hosting the proposed test. Bidders may identify specific organizations, branches or managers within the targeted test department(s) including the contact information, where possible. **Contact information will not be evaluated.**

Responses should include the following:

- The targeted testing department(s) and why they are appropriate to host a test;
- Where applicable, include unique benefits that would be experienced by the tester, quantifying where possible; and,
- A brief description of the potential roles and responsibilities of the target organization that could be involved in measurement or monitoring.

### PR 8.5 Potential Test Risks and Risk Management

In 500 words or less, please specify all of the risks and mitigating strategies related to the testing of your proposed innovation that you have identified or may be identified by a potential testing department. Responses should include the following:

- Risk and consequences of the proposed innovation failing or underperforming during testing;
- Risks to the testing department's equipment, data or personnel; and,
- Describe the risk mitigation strategy against each identified risk.

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### PR 8.6 (a) Financial Proposal Cost Breakdown

Bidders must provide a financial proposal for their proposed BCIP test plan.

Please provide the specific costs to procure and test the proposed innovation within the specified test department. This section will form the Bidders' Financial Proposal. Please enter amounts in Canadian dollars (without spaces and commas). The definitions for the specific costs listed below are [here](#).

*Optional:* Please use the "Detailed Financial Cost Breakdown" file (.doc or .pdf) to help determine the costs for the specific items listed below. The breakdown of costs information outlined in the Detailed Financial Cost Breakdown file will be formally requested from Bidders, if pre-qualified.

Innovation Cost (\$)	<input type="text"/>
Installation Costs (\$)	<input type="text"/>
Training Costs (\$)	<input type="text"/>
Support Services (\$)	<input type="text"/>
Direct Costs (\$)	<input type="text"/>
TOTAL COSTS (\$)	<input type="text"/>

### PR 8.6 (b) Financial Total Cost Comments

In 100 words or less, provide a rationale for the "TOTAL COSTS" value above.

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This criterion is intended to evaluate the comprehensiveness and thoroughness of the proposed BCIP test plan, which also outlines all the necessary details required to appropriately test the proposed innovation.

**Evaluation of the Proposed BCIP Test Plan**

- 0 Points: The proposed BCIP test plan, objectives, tester benefits, performance metrics and risk assessment are not described, and the probability of the innovation being sought-after by a testing department is low.
- 8 Points: The proposed BCIP test plan, objectives, tester benefits, measurement approach and risk assessment are reasonably well-described, and the probability of the innovation being sought-after by a testing department is moderate.
- 16 Points: The proposed BCIP test plan, objectives, tester benefits, measurement approach and risk assessment are very well-described, and the probability of the innovation being sought-after by a testing department is high.
- 24 Points: The proposed BCIP test plan, objectives, tester benefits, measurement approach and risk assessment are compelling, and there is a high probability that the innovation will be sought-after by multiple testing departments.

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# STAGE TWO – Point-Rated Criteria – Benefits

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The following sections are to be evaluated based on the responses provided by Bidders. The Bidder will respond to each individual question, which will be evaluated and assigned points based on the conclusion of an evaluator.

## Point-Rated Criteria 9: Financial and Non-Financial End User Benefits and Return on Investment

### PR 9.1 Financial and Non-Financial End User Benefits and Return on Investment

In 100 words or less, with reference to the end user, please indicate the specific benefits/impacts of adopting the proposed innovation when compared to the best alternative competitive offering.

Responses should include:

- Quantified Return on Investment (financial) for end users; and,
- Quantified non-financial benefits for end users.

### PR 9.2 Innovation Life Cycle

Please indicate the expected life cycle, in years, of the proposed innovation for the end user. The life cycle means the estimated number of years of service before the proposed innovation would need to be replaced or substantially upgraded or renewed. Respond by selecting the appropriate response from the following options:

- < 2 years
- 2 to < 4 years

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- 4 to < 8 years
- 8 to < 12 years
- > 12 years

### PR 9.3 End User Operation and Maintenance Costs

#### PR 9.3 (a)

In 100 words or less, please provide a rough order-of-magnitude indication of the annual costs that the end user would incur to operate and maintain the proposed innovation in a typical installation capable of generating the non-financial and financial end user benefits/impacts described above.

#### PR 9.3 (b)

Enter the amount in Canadian dollars. Do not add any non-numerical characters, such as dollar signs, commas, periods or spaces.

\$

### Evaluation of Financial and Non-Financial End User Benefit and Return on Investment

- 0 Points: The proposed innovation does not provide a return on investment (financial and/or non-financial) that would be attractive to end users over its life cycle.
- 5 Points: The proposed innovation provides a small return on investment (financial and/or non-financial) that would be attractive to end users over its life cycle.
- 10 Points: The proposed innovation provides a moderate return on investment (financial and/or non-financial) that would be attractive to end users over its life cycle.
- 15 Points: The proposed innovation provides a high return on investment (financial and/or non-financial) that would be attractive to end users over its life cycle.

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## Point-Rated Criteria 10: Benefits to Canadian Society

### PR 10.1 Economic and Socioeconomic Benefits to Canada

In 150 words or less, please indicate the specific, measurable economic, social and other benefits to Canada and Canadian society as a result of widespread adoption. Where applicable, responses should include the following:

- Benefits to the Canadian economy;
- Social benefits (for example, Environmental, Safety and Security, Health);
- Canada as a global leader in technology advancement; and,
- Promoting and strengthening Canadian society and culture.

### Evaluation of Benefits to Canadian Society

0 Points: The proposed innovation offers minimal to no economic, social, or other benefits to Canada.

5 Points: The magnitude of economic, social or other benefits to Canada is moderate.

10 Points: The magnitude of economic, social or other benefits to Canada is significant.

15 Points: The magnitude of economic, social or other benefits to Canada is exceptional.

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