



**ATTACHMENT 4 – PHASE 2 PROPOSAL AND EVALUATION**

**SECTION A – PHASE 2 PROPOSAL TEMPLATE**

The proposal should consist of the sections listed below in the given order and should address all bullets and instructions. All sections of the proposal should be numbered and titled and in accordance with Section B – Phase 2 Proposal Requirements. The proposal will be assessed in accordance with Section C – Phase 2 Proposal Evaluation Criteria. The applicable evaluation criteria ID is identified in parentheses.

**Phase 2 Title Page**

**Executive Summary**

**Phase 2 Financial Proposal**

*Provide your financial proposal in Table A for Phase 2. (FC-A)*

All costs must be in accordance with Contract Cost Principles 1031-2, <https://buyandsell.gc.ca/policy-and-guidelines/standard-acquisition-clauses-and-conditions-manual/3/1031-2/6>

All labour rates must reflect all-inclusive firm rates (e.g. firm hourly rate, inclusive of overhead and profit).

Note: \*The sub-contractor costs in the Bidder’s Financial Proposal are not to exceed half of the total financial proposal costs.

Table A. Summary of Financial Proposal		
	Canada’s funding (required)	In-kind contributions (optional)
<b>Eligible costs</b>	\$	\$
Labour	\$	\$
Sub-contracts*	\$	\$
Materials	\$	\$
Travel costs	\$	\$
Overhead	\$	\$
<b>Total project cost</b>	\$	\$
<b>Total amount requested under ISC</b>	\$	N/A

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**Part 1 – Innovation**

- *What potentially competing goods and/or services are in the marketplace or have emerged in the marketplace since the start of Phase 1? In your response describe how your solution is still distinct and different from potentially competing goods and/or services. (INV-B)*
- *Based on the results of Phase 1, how does the solution meet the challenge issued by the participating department/agency? (INV-C)*
- *Describe the key technological and scientific risks facing the further development of the proposed solution in Phase 2 and how will they be mitigated. (INV-D)*



## **Part 2 – Management and Technological Capability**

- *What is the proposed project plan for Phase 2? (MTC-A)*
- *What are the potential project management risks to the successful development of the innovation in Phase 2 and how will those risks be managed? (MTC-B)*
- *Please provide a description of the project implementation team members, including partners, and their roles, responsibilities, and how their expertise is relevant to the project. The team members should include a Project lead. (MTC-C)*

## **Part 3 – Commercialization**

- *What is the plan to move the innovation to the commercial marketplace after Phase 2? Include in your answer the target market, potential risks or potential barriers to further commercialization and how they would be mitigated. (CMZ-A)*
- *Do you require assistance from ISC to develop your Intellectual Property strategy?*

References



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### SECTION B – PHASE 2 PROPOSAL REQUIREMENTS

#### Page Limitations and Margins

Any page(s) going over the required page limit will be deleted and omitted from the proposal review. A Phase 2 proposal shall not exceed a total of 50 standard 8 1/2 x 11 inch (21.6 x 27.9 cm) pages. Each page shall be numbered consecutively at the bottom. Margins shall be 1.0 inch (2.5 cm). All required items of information must be covered in the proposal and will be included in the page total. The space allocated to each part of the content is up to the bidder.

Each proposal submitted shall contain the following items in the order presented:

- (1) Cover Sheet (including title of the project and Challenge Name), counts as 1 page towards the 30-page limit.
- (2) Proposal Summary, counts as 1 page towards the 30-page limit (and must not contain proprietary data).
- (3) Financial Proposal, counts as 1 page towards the 30-page limit.
- (4) Other content **not to exceed 27 pages**, including all graphics, and starting with a table of contents.

**Please note: Website references, relevant technical papers, product samples, videotapes, slides, or other ancillary items will not be considered during the review process.**

#### Type Size

No type size smaller than 10 point shall be used for text or tables, except as legends on reduced drawings. Proposals prepared with smaller font sizes may be rejected without consideration.

#### Header/Footer Requirements

Header must include the bidder's name and project title. Footer must include the page number and proprietary markings if applicable. Margins can be used for header/footer information.



**ATTACHMENT 4 – PHASE 2 PROPOSAL AND EVALUATION**

**SECTION C – PHASE 2 PROPOSAL EVALUATION CRITERIA**

Financial Capability (FC)					
ID	Mandatory/ Point Rated	Criteria	Assessment	Points Range	Minimum Pass Mark
FC-A	Point Rated	The degree to which the Applicant/Bidder has identified a realistic financial proposal to advance the proposed solution in Phase 2.	<p><b>0 points</b> The financial table is not provided OR significantly lacks credibility in the costs identified to complete Phase 2.</p> <p><b>6 points</b> The financial table is completed however some costs are either over or under-estimated for the work foreseen in Phase 2.</p> <p><b>10 points</b> The financial table contains strong, credible elements of the costs associated with Phase 2.</p>	0-10	N/A

Innovation (INV)					
ID	Mandatory/ Point Rated	Criteria	Assessment	Points Range	Minimum Pass Mark
INV-A	Point Rated	The degree to which the Applicant/Bidder describes, in their proof of concept report, how the results obtained during Phase 1 have confirmed the scientific and/or technical feasibility of the proposed solution.	<p>The Applicant/Bidder’s proof of concept final report submitted under Phase 1 will be used to evaluate this INV-A. The Applicant/Bidder is not required to provide additional information in their Phase 2 proposal to address this criteria.</p> <p><b>0 points</b> The Applicant/Bidder has not provided substantiated evidence in their proof of concept report to confirm the scientific and/or technical feasibility of the proposed solution and/or has only provided a vague description and overview of the results of Phase 1.</p> <p><b>10 points</b></p>	0-15	10



Innovation (INV)					
			<p>The Applicant/Bidder provides adequate evidence with supporting data that explains how the work in Phase 1 has confirmed the scientific and/or technical feasibility of the proposed solution. The scientific and/or technical feasibility of the solution is sufficiently explained with minor gaps in justification.</p> <p><b>15 points</b> The Applicant/Bidder has provided clear, comprehensive and substantiated evidence with supporting data explaining how the work in Phase 1 has confirmed the scientific and/or technical feasibility of the proposed solution. The scientific and/or technical feasibility of the proposed solution is substantially explained and supported by evidence.</p>		
INV-B	Point Rated	The degree to which the Applicant/Bidder has demonstrated that its proposed solution is still distinct from other potentially competing goods and/or services currently in the marketplace.	<p><b>0 points</b> The Applicant/Bidder has not made an attempt to identify potentially competing goods and/or services AND/OR it has not provided any details on how its solution is distinct from other competing goods and/or services.</p> <p><b>2 points</b> The Applicant/Bidder has vaguely identified potentially competing goods and/or services in the marketplace. The Applicant/Bidder's proposed solution offers one or two minor improvements to available competing goods and/or services.</p> <p><b>6 points</b> The Applicant/Bidder has identified potentially competing goods and/or services in the marketplace.</p> <ul style="list-style-type: none"> <li>• The proposed solution offers three or more minor improvements compared to existing goods and/or services in the marketplace and when taken together is likely to create competitive advantages in existing market niches; OR</li> <li>• The applicant/bidder's solution offers one significant improvement to existing goods and/or services in the marketplace that is likely to create competitive advantages in existing market niches.</li> </ul> <p><b>10 points</b></p>	0-10	N/A



Innovation (INV)					
			<p>The Applicant/Bidder has clearly identified potentially competing goods and/or services in the marketplace.</p> <ul style="list-style-type: none"> <li>• The proposed solution offers two or more significant improvements to existing goods and/or services in the marketplace that are likely to create competitive advantages in existing market niches and could define new market spaces; OR</li> <li>• The proposed solution can be considered a new benchmark of state of the art compared to other competing goods and/or services that is clearly ahead of competitors and that is likely to define new market spaces.</li> </ul>		
INV-C	Point Rated	The degree to which the Applicant/Bidder has demonstrated, using the results from Phase 1, that the proposed solution can still solve the problem identified in the challenge.	<p><b>0 points</b> The Applicant/Bidder has not demonstrated a clear link between the proposed solution and the challenge or the proposed solution has components that partially relate to the challenge, but it is not clear or substantiated how the solution solves the challenge problem. There is no mention of how the work in Phase 1 has advanced the proposed solution to solve the challenge.</p> <p><b>10 points</b> The Applicant/Bidder provides a sufficient description of how it solves the challenge with minor substantiation of the claimed solution. The response includes some evidence of how the work in Phase 1 has advanced the proposed solution to solve the challenge.</p> <p><b>15 points</b> The Applicant/Bidder provides a comprehensive and detailed description to demonstrate how the proposed solution solves the challenge with substantial evidence to support the proposed solution claims. The Applicant/Bidder has included in their response, clear evidence of how the work in Phase 1 has advanced the proposed solution to solve the challenge.</p>	0-15	10
INV-D	Point Rated	The degree to which the Applicant/Bidder identifies scientific and technical risks facing the further development of their proposed solution in Phase 2 and explains	<p><b>0 points</b> The Applicant/Bidder has not provided any details on potential scientific or technical risks facing the further development of their proposed solution in Phase 2.</p> <p><b>2 points</b> The Applicant/Bidder has provided vague scientific and technical risks facing the further development of their proposed solution in Phase 2 and does not provide how those risks will be mitigated.</p>	0-10	N/A



Innovation (INV)					
		how those risks would be addressed.	<b>6 points</b> The Applicant/Bidder has identified scientific and technical risks facing the further development of their proposed solution in Phase 2 but only provides vague mitigation strategies. <b>10 points</b> The Applicant/Bidder has clearly identified specific scientific and technological risks facing the further development of their proposed solution in Phase 2 and clearly outlines how those risks will be mitigated.		



Management and Technological Capability (MTC)					
ID	Mandatory/ Point Rated	Criteria	Assessment	Points Range	Minimum Pass Mark
MTC-A	Point Rated	The Applicant/Bidder provides a project plan for Phase 2 that includes key milestones and activities, estimated time to complete the milestones and associated success criteria.	<p><b>0 points</b> The proposed project plan is partially complete with significant gaps in time between milestones. Total time for completion of Phase 2 not provided.</p> <p><b>2 points</b> The proposed project plan is conceivably achievable and time available, but it is not clear or substantiated that this is the case. Total time for completion of Phase 2 provided.</p> <p><b>6 points</b> The proposed project plan includes milestones that provide some substantiation that the solution is solvable with the time available. Total time for completion of Phase 2 provided.</p> <p><b>10 points</b> The proposed project plan substantially addresses time available and provides evidence of the ability of the Applicant/Bidder to reasonably develop the proposed solution within the scope of Phase 2. Total time for completion of Phase 2 provided.</p>	0-10	N/A
MTC-B	Point Rated	The Applicant/Bidder describes the potential project management risks to the successful development of the solution and how will they be managed in Phase 2.	<p><b>0 points</b> The Applicant/Bidder has not identified any project management risks in Phase 2.</p> <p><b>2 points</b> The Applicant/Bidder has identified vague project management risks in Phase 2 and does not provide a risk mitigation strategy.</p> <p><b>6 points</b> The Applicant/Bidder has identified project management risks in Phase 2 and only partially addresses them with a mitigation strategy.</p> <p><b>10 points</b> The Applicant/Bidder clearly outlines project management risks and provides a mitigation strategy to address them.</p>	0-10	N/A



MTC-C	Point Rated	The Applicant/Bidder identifies roles, responsibilities and expertise in the project implementation team that will develop the proposed solution in Phase 2.	<p><b>0 points</b> There is no information that describes the roles, responsibilities and expertise of the Applicant/Bidder or any associated external partners in Phase 2.</p> <p><b>2 points</b> There is no project lead identified and/or there is minimal or incomplete information concerning the roles, responsibilities, capabilities and expertise of the Applicant/Bidder and any external partners in Phase 2.</p> <p><b>6 points</b> A project lead is identified and there is sufficient information regarding the roles and responsibilities of the Applicant/Bidder and any associated external partners in Phase 2. However, the expertise of team members, including the project leader, is not clearly demonstrated.</p> <p><b>10 points</b> The Applicant/Bidder has provided full and complete information on roles, responsibilities and expertise of all project implementation team members including any associated external partners in Phase 2. The project implementation team, including the project lead, have an exceptional combination of skills, capabilities and experience to deliver the project in Phase 2.</p> <p>Note to assessors: A single person could hold multiple positions or have multiple roles.</p>	0-10	N/A
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Commercialization (CMZ)					
ID	Mandatory/ Point Rated	Criteria	Assessment	Points Range	Minimum Pass Mark
CMZ-A	Point Rated	The degree to which the Applicant/Bidder has identified a commercialization plan, including target market, risks and barriers to commercialization following Phase 2.	<p><b>0 Points</b> • The Applicant/Bidder has not provided a vision or plan of taking the solution beyond Phase 2.</p> <p><b>6 Points</b> • The Applicant/Bidder has provided a vision or plan of taking the solution beyond Phase 2. However, the Applicant/Bidder has not identified, or made very little effort to identify, a target market, barriers or risks to commercialization after Phase 2.</p> <p><b>10 Points</b> • The Applicant/Bidder has provided a clear vision or plan of taking the solution beyond Phase 2. Target market, barriers or risks to commercialization following Phase 2 are identified as are potential risk mitigation strategies.</p>	0 - 10	N/A

Minimum pass mark	Not applicable
Total available points	100