

Invest Nova Scotia Accelerate

Application Form – 2025 - 2026

Business Name	
Business Overview (<i>non-confidential summary, in 50 words or less</i>)	
Applicant Name	
Applicant Email	
Applicant Phone	

We ask that you keep each of your answers to 200 words or less.

All applications must be submitted online [via the Invest Nova Scotia website](#), using this form.

The deadline for submissions is **Friday, February 7, at 5:00 pm AT**. Applications received after the deadline will not be considered, and extensions will not be granted.

Visit the [Invest Nova Scotia Accelerate page](#) for program details and submission instructions

If you have questions or require more information, please contact Kaitlin Webb at accelerate@investnovascotia.ca.

Team

1. Briefly describe the company's founders and management team members, including their background, skills, roles and responsibilities. List any other employees and their titles.

Value Proposition

2. Briefly describe your product or service.

3. Who will use (or pay for) the product or service (i.e., who is the customer)? How many of these customers are in North America? Around the world?

4. What is the problem your potential customers are experiencing? Does the customer recognize the pain? Is it one of their top problems?

5. Quantify the customer **pain**: How much money will the customer save or generate on an annual basis using your product or service? What is the global total addressable pain?

Total addressable pain = # of potential customers X annual savings or revenue generated for each customer

6. How does your product or service solve the problem outlined above? Does it save money, generate new income, make customers' lives easier or give them new opportunities? Explain the value of your product or service for your target customer.

Technology

7. Describe the technology behind your product or service.

8. What is the current status of the technology/venture? (Please select one.)

- ☐ Idea
☐ In development
☐ Proof of concept
☐ Working prototype
☐ In market
☐ Other (please specify) _____

9. What are the key next steps for the development of your product or service?

10. Are you aware of any regulations associated with this technology/product? If so, what is your strategy?

Business Model and Market Opportunity

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

12. Explain how you are going to make money from your product or service. What is the size of the potential market opportunity (i.e., total addressable market)?

Total addressable market = # of customers globally X annual revenue per customer

13. Explain how you are going to reach your customer without breaking the bank (i.e., your go-to-market strategy).

Competitive Advantage

14. Provide a complete view of the competitive landscape. Are there other solutions to the market pain? If not, how do your potential customers work around the pain?

15. How is your product or service unique or different from the competition?

16. Is the uniqueness sustainable? What are the barriers to entry, i.e., reasons it will be difficult for competitors to do the same thing (e.g., patents, intellectual property, first to market, subject-matter expertise)? What is your intellectual property strategy (patents, trade secrets)?

17. Please provide further information on your patent(s), if applicable. What is the status of your patent(s) (i.e., prior art search completed, provisional filed, etc.)? What type of patents (i.e., utility, process etc.)? Who is/are the inventor(s)? Who owns the rights to the patent? Has the patent been assigned to the company, an institution or someone else? If the intellectual property is licensed from another entity, please describe who owns the license and what type of agreement (i.e., exclusive/non-exclusive, royalty or fee).

Milestones and Success Metrics

18. Identify two to four key **SMART** milestones that you will work towards and plan to achieve during the program. For each milestone, describe the activities that will be undertaken to achieve the milestone and the budget. Please breakdown the budget for each use (i.e., senior software developer \$25K, hardware \$10K). Be sure to include both technical-related and business-related milestones. A technical milestone could include an advancement to your MVP and a business milestone could be creating a data room or securing a pilot

customer. Reminder: founder salaries are not eligible expenses. [For a complete list of eligible expenses, refer to the Eligible Expenses document.](#)

SMART milestones are:

Specific (what is being done, what the result will be, how you will do it, who is involved)

Measurable (will you be able to easily quantify or qualify your progress)

Aligned with your strategy

Realistic (practical and attainable, aim for 80 per cent achievable within the time period)

Time (break down big goals into phases with timelines for each as needed)

Milestone	Activities and Timeline	Budget
		\$40,000

19. To help us understand your company's ability to execute, provide a brief overview of the key milestones your company has achieved in the past year, in bullet form. If you have previously been funded by an Invest Nova Scotia program, outline what you accomplished with the funds.

Capital Requirements and Investment Potential

20. How much total funding (i.e., beyond the next round of equity investment) is needed to go to market? How will the money be raised and used? And when do you plan to do your first equity raise?

21. Describe what funding your business has received to date, including non-dilutive funding (i.e., grants), and dilutive funding (i.e., equity financing or convertible debt).

Other/Appendices

22. As part of the Accelerate program, you receive support from advisors to help you achieve your milestones. Please share any intel that can help us choose the right advisors to fit your company's needs. What are you looking for support on? Do you already have mentors helping you in other areas?

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