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APPLICATION FORM - Invest Nova Scotia Accelerate 2025-2026

GENERAL INFORMATION

Business Name (Legal registered name if Incorporated)	
Business Overview (Non-confidential summary, in 50 words or less)	
Contact Person:	
Mobile: (xxx) xxx-xxxx	
E-mail Address:	

We ask that you keep each of your answers to 250 words or less.

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

The deadline for submissions is **Tuesday, July 22, 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.

SECTION 1: TEAM

Briefly describe the founding and management team, highlighting relevant experience, roles, and key capabilities. Include any additional employees and their titles and why your team is well positioned to succeed.

Outline the current time commitment of each team member (e.g., full time, part time, ad hoc advisor). If any founders are not yet full-time, indicate when they plan to take on a full-time role.

SECTION 2: VALUE PROPOSITION

Briefly describe the problem your target customers or users are experiencing. Why is this problem a priority for them to solve? How are they currently addressing it? Quantify the pain where possible (e.g., time, cost, risk).

What alternatives do your customers use today, and why are these solutions falling short?

Describe your product or service. How does it solve the problem better than existing solutions? What makes your approach unique or hard to replicate? A more detailed description of your key competitors and your defensible solution is to be provided in Section 5.

Describe your ideal early customer. What steps have you taken to validate their interest in your solution (e.g., interviews, pilots, LOIs)? What insights have you gained from your customer discovery process?

SECTION 3: TECHNOLOGY

What is the current stage of product development? Select one below.

Idea

Working prototype

In development

In market

Proof of concept

Other (please specify):

Describe the current status of your product, what stage of development you're in, and how you've demonstrated proof-of-concept or validation so far.

What are your next milestones in product development?

What technical challenges must be overcome to develop a market-ready product?

SECTION 4: BUSINESS MODEL AND MARKET OPPORTUNITY

What is your expected pricing model? Will your price be higher, lower, or the same as your direct competitors?

What is your global Total Addressable Market (TAM)? (TAM = number of potential customers globally × average annual revenue per customer). Please explain your assumptions: how you estimated the number of customers and determined your pricing.

Example

You offer precision agriculture software for mid-sized farms. You estimate:

- There are approximately 2 million mid-sized farms globally that meet your criteria.*
- You plan to charge \$2,000 per farm per year for your software.*

TAM = 2 million × \$2,000 = \$4B annually

What evidence supports that customers will buy your product or service?
<p>Explain your go-to-market strategy. How will you reach and sell to your early customers? Tailor your response based on your sector:</p> <ul style="list-style-type: none"> • Software: Focus on sales and marketing plans • DeepTech: Highlight key early adopters or pilot partners • Life sciences / Regulated markets: Include your regulatory and clinical roadmap and strategy

SECTION 5: COMPETITIVE ADVANTAGE

What are your customers' top three alternatives for solving the problem? Highlight competing products and/or approaches your customers use to address the problem today.
Why will your product be the obvious choice for your customers?
Do you believe your product will be difficult for competitors to replicate? If so, explain why.
<p>If applicable, describe the status of your intellectual property (IP). Include the type (e.g., provisional, granted, trade secret), ownership details, and inventor(s). If IP is licensed by another entity, indicate the owner and provide details on the agreement (e.g., exclusive/non-exclusive, royalty-bearing, term).</p>

SECTION 6: MILESTONES AND SUCCESS METRICS

List 2-4 **SMART** milestones you aim to achieve during the program. Include a brief description of activities and a budget breakdown for each milestone. Include at least one technical and one business milestone. Please breakdown the budget for each use (e.g., senior software developer \$25K, hardware \$10K). 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. Please note: Founder salaries are not eligible expenses. All funded activities must be completed within the program duration (October 1, 2025 – February 28, 2026). 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

To help us understand your company's ability to execute, list key milestones achieved in the past 12 months. Highlight customer discovery findings, pilots, partnerships, revenue, or funding. If previously funded by Invest Nova Scotia, explain outcomes.

Provide details of the funding your company has received to date. Include non-dilutive funding (i.e., grants), and dilutive funding (i.e., equity financing).

How much capital and time do you anticipate needing to develop a market-ready product? Do you intend to raise venture capital? If so, please share the details and timing of your funding round.

SECTION 7: OTHER

The Accelerate program includes advisor support. What expertise will be most valuable to your team, (e.g., AI ethics, sales and marketing, fundraising)? Who is currently mentoring you, if anyone?

Please share any additional information that can help us assess your company's viability and growth potential (e.g., qualified leads, KPIs, testimonials from key opinion leaders, MOUs, or LOIs). Please do not exceed one page.