



Funding “Simplified”

Maximize your valuation, minimize complexity.

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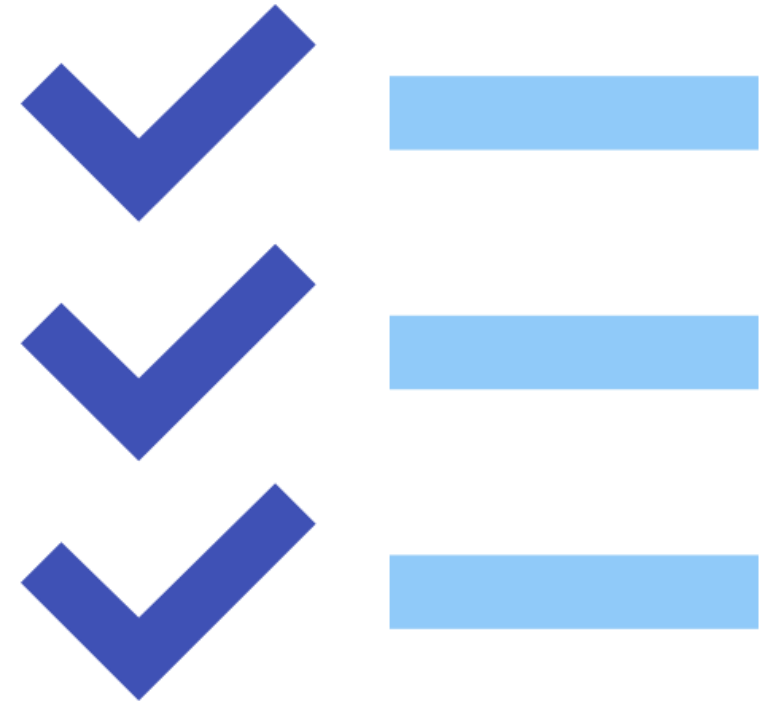
Getting Started

“Everything Begins With an Idea.” - Earl Nightengale

- New ideas can be very exciting! (groundbreaking new tech, innovative process, or just an optimized solution)
- Turning them into reality will take **resources, time, planning**, and in most cases **funding**
- This process can be exciting and overwhelming – but you need to make sure critical steps aren't skipped!
- A great idea + a strong team + a detailed plan will greatly increase the probability of success...

Presentation Goals

- Discuss how a product roadmap and development plan will help with funding
- Review some of the common challenges and mistakes to avoid
- Understand how to **ask the right questions**, how to **create a project estimate and backlog**, and how to **prioritize and generate a roadmap**
- Answer questions on how this would apply to your product or idea



Presentation Topics Not Covered

- How to validate your idea (product market research and fit)
- How to create a business plan
- How to build a team
- Specific technology solutions
- Politics and sports



COVID-19 Related Funding



Temporary Emergency Wage Subsidy (TEWS)

Temporary wage subsidy for 3 months

Up to \$1,375 per employee and \$25,000 per employer

Cannot exceed a 75% subsidy in any period

Canada Emergency Wage Subsidy (CEWS)

Cash payout for maintaining employment despite a revenue downturn

75% wage subsidy of amounts paid, capped at \$847/week/employee

Must show decline in revenue

Revenue decline must be calculated separately for each qualifying period

Claiming periods (March 15 – April 11, April 12 – May 9, May 10 – June 6)

IRAP Innovation Assistance Program (IAP)

Canadian government announced \$250 million IAP fund for maintaining employment

Applications must be ineligible for CEWS program

Must be developing and commercializing innovative technology-driven or improved products/processes in Canada.

Work-Sharing Program

Helps to avoid layoffs due to temporary reduction in business

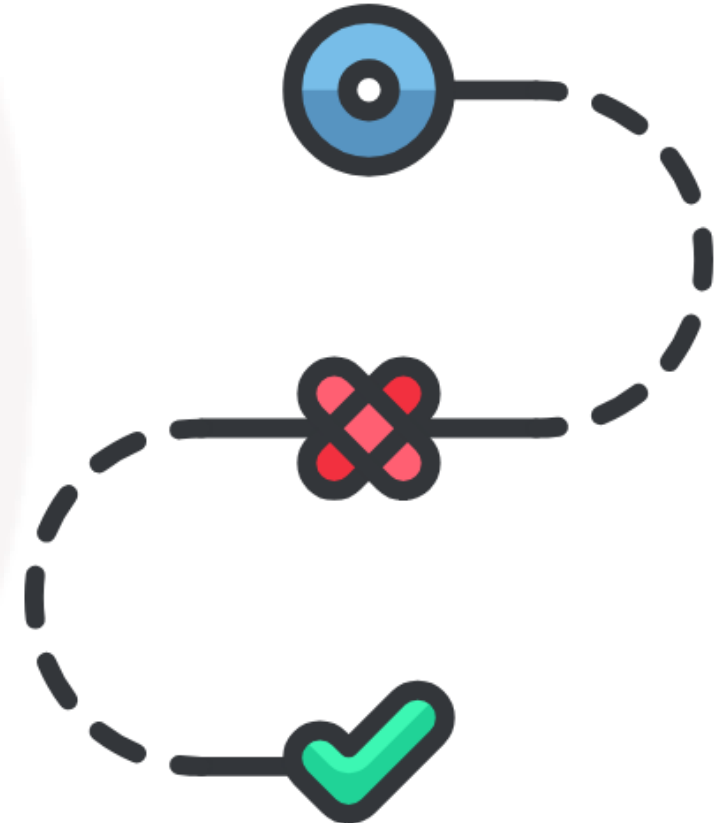
Business units within company designated 10% to 60% per week

Employees receive EI for the balance of the week

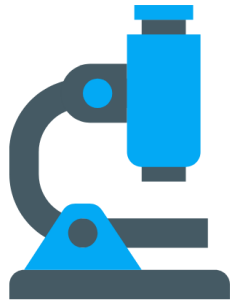
Some application requirements like waiting period and recovery plan have been waived

Why a Roadmap and Plan?

- What is the product and what problem does it solve?
- What are the “core” vs. “nice to have” features?
- Is this a Beta, MVP, or Scaled solution?
- What resources are needed to help build it?
- How long will it take?
- How much will it cost?
- **What funding is needed?**



Types of Funding



Research Funding

University,
Government, etc.



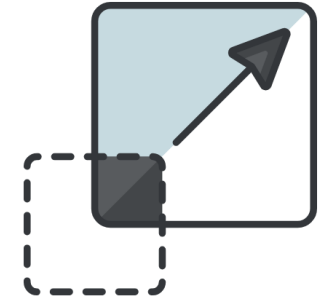
Seed Funding

Accelerators,
Competitions, Family &
Friends, etc.



Scale-up Funding

VC, PE, etc.



Commercialization Funding

IRAP, FedDev, Angel,
HNW, VC, etc.

Funding Due Diligence

- **Evaluating your product/idea**
 - What is your business plan?
- **Evaluating your ability to execute**
 - Do you have the right team and resources?
- **Evaluating your planned use of funds**
 - Do you have a clear plan for where money will be spent (development, marketing, etc.)?
 - **How much money will be needed to achieve the next milestone? Do you have a plan to prove it?**



Common Challenges & Mistakes

- **Too many features** in the initial product (“everything is important”)
- **Wrong features** in the initial product (“we haven’t confirmed with our customer yet”)
- **Scale of solution unknown** or overestimated (“we need support for millions of users”)
- **Missing the proper skillset** or resources to execute
- Unrealistic timeline or budget
- No timeline or budget



Step 1 – Review the Inputs

Understand your starting point, or what is already done.

- Review the inputs (work completed to date)
- Review how the product will be used
- Review the end user & operating environment
- Review product or technology limitations
- Review future expansion/capabilities (wish list)

Organize and present these details to someone else and have them challenge what may be missing!

Step 2 – De-risk the Unknown

In order to de-risk the unknown you must challenge everything!



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- Does the core algorithm or technology work? Is it robust? Prove it!
- Is the operating environment fully understood?
- Have you gathered enough customer feedback?
- Has the user experience been tested?
- Is a prototype or proof-of-concept needed?

Stopping to address core issues will have a much smaller impact now than mid-development!

Step 3 – Find Your “MVP”

What is “bare minimum” needed for the market/customers?
(what is critical to the CUSTOMER not YOU)



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- What are the “core” vs. “nice to have” features?
- What features can be easily added later?
- What features are hard to add later?
- How will product upgrades be completed?

Getting the core product to market in 6 months is much better than getting the complete product to market in 2 years!

Step 4 – Define “Other Criteria”

What “other criteria” may impact overall project effort independent of features?

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- **Scale** – does the solution need to support 10, 100, 10k, or more systems?
- **Security** – how will the product and data be protected?
- **Regulatory** – are there any regulatory requirements applicable?
- **Localization & Support** – what regions will be support and how?
- **Operating Environment** – are there any physical or hardware constraints?

Step 5 – Draft the Solution

Plan out how the solution will be built!

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- What system components are required? (embedded, mobile, cloud, analytics, etc.)
- What existing technology can be used? (frameworks, tools, etc.)
- What custom code will need to be written?
- How will it all fit together? (high-level architecture & interfaces)
- What will it look like? (user workflow, wireframes, mockups, etc.)

Step 6 – Create the Outputs

Start to create and document the details and planning completed including –

- Product Specification (What you are planning to build)
- Proposed Technical Solution (How it will be built)
- Phased/Agile Approach (How releases will be prioritized)
- Prioritized Project Backlog (How features will be prioritized)
- Time and Cost Estimates (Phase schedule, and phase estimates)



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Step 7 – Final Review

Review the final plan and documentation –

- Has feedback been obtained from key stakeholders?
- Have the core features and releases been validated?
- Has the solution and approach been defined, and can you build it?
- Is there room in the budget to react to requirements that may change?



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Present Your Plan!

Practice with team members, advisors, and collaborators first –

- Does it make sense when presenting?
- Are any parts vague or confusing?
- Are there common objections?
- Be ready to answer questions, and open to suggestions

Being confident in the plan will be a huge help when presenting or applying funding.

Conclusion

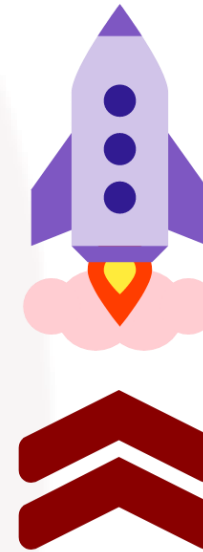
Commercialize



Plan



Prototype



Taking an idea from concept to commercialization is both exciting and challenging, but having a **great idea**, a **strong team**, and a **detailed plan** will make a huge difference!

Success Story





Questions?