



Opportunity Calgary  
Investment Fund

## **The Opportunity Calgary Investment Fund**

# **Application Guide**

## **For the Idea Submission Form**

Version 1.0



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This guide will be updated to incorporate frequently asked questions on the Idea Submission Form. Applicants are encouraged to check [www.opportunitycalgary.com](http://www.opportunitycalgary.com) for updated versions when beginning an application.

## Idea Submission Guide

This document serves as a guide for completing the idea submission form. The Idea Submission Form serves to provide a high level overview of the project and assess eligibility, benefit creation, and the ability of the Applicant to carry out the project.

As the scope of projects submitted is likely to encompass a wide variety of sectors and activities, some sections of the application may not be relevant to every project or company. Applicants should fill out as much as possible, writing a short description of why a section is not relevant rather than leaving it blank. Incomplete applications will be evaluated on the information provided. Applicants will not be penalized for not quantifying all benefits at this stage. Qualitative or descriptive information is acceptable.

Key terms used in the Idea Submission Form:

- “Applicant” refers to the organization applying for the Fund.
- “Project phase” is when the project costs will be incurred and there is distinct start and end date. For example construction phase of a facility until the first day of operation, or program development until the first day of delivery. This phase will look different for every project.
- “Operation phase” commences after the project phase is complete. This is typically when benefits are realized and occurs over several years.
- “Primary Project Contact” is the primary contact from the applicant organization for the project or application related inquiries.
- “Authorization” is the Applicant representative with authority to submit the application and enter into agreements on behalf of the Applicant. This may be the same or different from Project Contact.

### Eligibility Checklist

The eligibility checklist is designed to help applicants self-evaluate if they are eligible for OCIF funding. If an Applicant cannot check all boxes in the eligibility checklist they may not be qualified for funding and it is advised that they consult the Program Guide for more information on eligible applicants, projects, and costs. If an applicant is unsure if they qualify after reading the guide, they can contact a program representative for more information. Ineligible applicants may proceed with the application with the understanding that they will likely not receive funding.

### Project Title

Name your project (e.g. Building a Greenhouse in Calgary’s Downtown.)

## Brief Project Description

Summarize your project in 3 or 4 sentences. More in depth information will be requested later in the application.

## Legal Name

This may be the same or different than your operating name. For example Alberta 11763602 may operate as Amy's Consulting.

## Number of Employees

Provide the current number of employees. If exact numbers are unavailable use rough estimates. This section serves to provide an order of magnitude of the percentage of employees currently located in Calgary. Employment information on jobs created as a result of this project will be required later in the application.

## Project Information

Describe the project in detail, including the objectives and outcomes expected from the project, demand or market opportunity being addressed, risks to successful outcome, and any other information that provides a better understanding of the project. Identify where the funding request would be used if applicable or indicate if it would go towards general project costs. List the organizations that you are working with on this project, including any major suppliers, buyers, and partners.

## Estimated Start and Completion Dates

Provide an estimate of when the project development or construction phase is likely to start and when you anticipate it will be completed.

## Project Milestones

Identify 3 to 5 key milestones or the project phase of your application. The milestones will depend on the type of project. Example milestones for two different types of projects are outlined below.

Construction Project	Non-Construction Project
Pre-construction work begins. Deliverables include permitting, identifying contractors and securing the site. May 20, 2018	Program team assembled. Begin plan to develop Agriculture Hub. Sept 4, 2018

Construction for new facility starts. August 1, 2018	Location determined and first 10 participants identified. March 30, 2019
Construction is complete. August 1, 2019	Lease signed September 1, 2019
Equipment installed and site is fully operational. October 1, 2019	Programming completed November 30, 2019
Operation Commences. November 1, 2019	Programming begins. Hub is fully operational. January 2, 2020

**Project Location**

If a site has already been identified, provide an address and a description of any activities necessary to make the site fit for the project or to secure the site. This could include construction, renovations, permitting, lease documents, and partnership agreements. If the site has not been identified, provide a description of the characteristics of the future site. If the project does not require a physical site, indicate this and explain the reason.

**Economic Benefits**

Discuss the economic benefits and quantify, where possible. Some aspects such as tax uplift and spillover may be difficult to quantify. Applicants can either provide an order of magnitude or outline the benefits qualitatively. The Idea Submission Form is designed to give a high level overview of benefits. Applicants will not be penalized for not speaking to all listed. These examples are only a guideline.

**Total Direct or Indirect Impact**

Quantify if possible. Leave at 0 if not easily quantifiable and indicate in the economic benefits text box. If quantifiable describe how you arrived at the figure in the economic benefit text box.

**Innovation and Sector Benefits**

Discuss how the project leads to benefits beyond direct economic impact and how it contributes to broader growth for the sector and other businesses in Calgary.

## **Social Benefits**

Discuss the social benefits of the project, quantifying where possible. For example, 25,000,000 tons of CO2/year diverted, 18 jobs for minority groups, or 14 units of affordable housing created.

## **Temporary Jobs During Construction or Development**

Provide the number of full time job equivalents jobs that will be created in the project phase. This could include construction workers, app developers, contractors ect.

## **Direct Permanent Jobs During Operations**

Provide the number of permanent full time equivalent jobs that will be created once the project construction or development phase is completed. For example if ongoing operations require two half time positions, the number of direct permanent jobs would be one.

## **Provide a Breakdown of the Above Categories**

Provide a breakdown of the jobs listed above including the title, a short description, if the role is not clear from the title, the level (ie. entry, mid or senior level) and the number of positions.

For Example

Project will require 15 construction workers during the development phase to retrofit the building as well as 1 project manager and 1 contract administrator. When ongoing operations commence the following staff will be added.

- 10 junior environmental engineers will be hired to maintain and advance the product
- 12 senior environmental engineers will lead various aspects of ongoing technology development
- 4 drafters to support the project
- 3 project managers
- 3 entry level administrative support staff
- 5 sales staff to market and sell the product

## **Sources of Funding**

Provide a breakdown of the anticipated sources of funding. All sources should add up to the total project cost that will be broken down further in the budget provided in the Attachment section. If the Applicant is still looking for funding list the amount outstanding in the "other" box and add a description such as "unknown." Applicants should indicate whether the source of funding is confirmed, the boxes should only be clicked if the funding has been secured.

## **Attachments**

The Idea Submission phase requires several attachments to be completed and submitted.

### **Articles of Incorporation**

- Provide the Articles of Incorporation to verify that the applicant is eligible to carry on business in Canada. This is not a mandatory attachment as it's recognized that these may be difficult to obtain for large corporations and international Applicants. If not provided at this stage, this information will be requested at the Business Case stage.

### **Annual Financial Statements**

- The previous three years financial statements should be incorporated into one document, as only one document can be uploaded here. This can be done by electronically incorporating the documents or printing and scanning them into one. For Applicants that do not have three years financial statements, they should include a cover page with the statements available explaining the reason why three years are not available.

### **Project Budget**

- Download and complete the template at the top of the Attachments page. For the Idea Submission phase, a high level budget is sufficient. More details will be requested in the Business Case phase.

### **Pro-Forma Income Statement**

- Download and complete the template at the top of the Attachments page. The sales revenue projections should align with the information provided in the Economic Benefits section.

### **List of Key Staff, Board of Directors and Professional Service Providers**

- In 1 – 3 pages list the board of directors, management, and staff critical to the program including a short description of relevant experience. List any service providers that are critical to the project that have already been identified. For applicants that are unable to provide three years financial statements or have low revenues, this section is highly important in order to understand the applicant's capabilities to complete the project.

**To contact a program representative please email  
[ocif@calgaryeconomicdevelopment.com](mailto:ocif@calgaryeconomicdevelopment.com)**