

Campus Alberta Neuroscience Entrepreneurship Seed Grant Guidelines

Program Description

The Campus Alberta Neuroscience (CAN) Entrepreneurship Seed Grant is a foundational pillar of CAN's Entrepreneurship Program that provides funding and collaborative support for early-stage innovation projects with solutions that address neuroscience and mental health related challenges in Alberta.

This unique program is designed to help early-stage founders/researchers to scale their innovation/companies by providing financial support and access to CAN's extensive network of over 1,000 members including founders, industries, consultants, partners and investors. Campus Alberta Neuroscience will provide one-year seed grants of up to \$30,000 CAD to early-stage entrepreneurs in Alberta.

This year, CAN has partnered with a variety of agencies, industries, and mentors to provide an enhanced experience through additional programs, including a consultation with Campus Alberta Neuroscience, mentorship, matching funding opportunities, educational opportunities, and other commercialization and entrepreneurial support through CAN and its partner organizations. All CAN Entrepreneurship Seed Grant recipients are expected to actively participate in educational and support programs hosted by CAN.

Program Objectives:

This program is designed to create a positive impact in the neuroscience community in Alberta. All applicants must align with at least 1 of the following program objectives (preferably more than one):

- Accelerate the entry and growth of entrepreneurship in neurosciences and mental health
- Increase commercialization of neuroscience and/or mental health related ventures to generate new revenues and attract investments in Alberta
- Encourage and develop entrepreneurial talent that can build and grow companies, develop partnerships and create jobs in Alberta

Funding and Support:

Campus Alberta Neuroscience will provide one-year seed grants. The total number of seed grants disbursed will vary depending on the level of funding requested. The program includes:

- Funding of \$5,000 CAD up to \$30,000 CAD
- A consultation with Campus Alberta Neuroscience with targeted and individualized assessment of needs, subject to provincial and regional availability

- Educational and other support programs, including support for engaging and connecting with industries and agencies, and other commercialization and entrepreneurial support through CAN and its partner organizations
- Mentorship from previous founders and advisors

The Campus Alberta Neuroscience Entrepreneurship Seed Grant is made possible through support from the Alberta Government through The Ministry of Jobs, Economy and Innovation (JEI).

Program Eligibility

Applicants/Companies must:

- Be an Alberta-based neuroscience research member of CAN ([join here](#)) housed within the University of Alberta, University of Calgary, or University of Lethbridge OR collaborate with an Alberta-based neuroscience research member housed within these universities
- Have an incorporated small or medium-size company or have a plan to incorporate a company in Alberta
- Be for-profit and actively engaged in the development of products or services relevant to neuroscience and/or mental health (if company)
- Be able to actively participate in educational and support programs hosted by CAN (see information under Terms and Conditions section)

The proposed project must have a compelling plan for the creation of a product or service (e.g., devices, therapeutics, software, etc.) with a demonstrated application to impact neuroscience and/or mental health fields. Funding can be used to cover costs related to advancing/growing your innovation/company, including:

- Product development and salaries
- Access to commercialization support (legal experts, economic development or marketing expertise, web development, etc.)
- Running a demonstration or prototype project
- Support for scaling up of production/commercialization

*Note: Funding **CANNOT** be used for requests to fund previously funded innovation projects, requests that do not align with the program objectives, programs or services, or for contingency costs or costs associated with renovations, repairs or new buildings.*

Application Process

The application process consists of 2 stages:

STAGE 1: Submission of the Online Application Form

All applications must be submitted through the [online application form](#) between May 3, 2021 and **no later than 12:00 PM MST (noon) on June 30, 2021**. Late or incomplete applications will not be considered for funding.

The online application form requires:

I) Applicant Information

This section requires basic information about the applicant and co-applicant (if applicable).

II) Description of Proposed Project

This section consists of questions about the proposed project, including objectives, value proposition, partnerships, project roadmap and timeline, exit strategy, budget and impact on the Alberta economy. Please be clear and concise and keep in mind that not all members of the review committee will be experts in the area of your proposed project.

[Click here to start your application](#)

Disclaimer: Please note that by submitting your application, CAN reserves the right to disclose any application information with partner organizations for the sole purpose of being considered for additional funding and support opportunities.

STAGE 2: Elevator Pitch Session

Shortlisted applicants will be invited to an elevator pitch session where they will be required to present to a panel of expert judges.

The applicant will give a 5-minute pitch followed by 5 minutes of Q&A. The elevator pitch session will be held virtually, will be recorded and may be used for program and/or communication purposes (e.g., including media releases, advertisement, annual reporting, etc.). Applicants will be evaluated based on the commercial opportunity of their proposed project and how well they communicate their idea, how passionate they are about commercializing it and how CAN's Entrepreneurship Seed Grant Program will be used.

Elevator Pitch Sessions for the 2021 Entrepreneurship Seed Grant are scheduled for the afternoon of July 27 and 28, 2021.

Final decisions of applicants selected for the Entrepreneurship Seed Grant will be announced in writing the week of August 2nd, 2021 (date is tentative and subject to change).

Selection Process

A review committee including individuals with research, business and healthcare knowledge will assess all applications. Decisions will be based on the eligibility and selection criteria and the potential for the project to create positive impacts in the neuroscience industry. The review committee will provide comments for the applicant and a recommendation for funding to CAN. Final decisions will be made based on availability of funds, and in consultation with other experts, if needed. All decisions are final and cannot be appealed.

Selection Criteria

- Satisfaction of eligibility criteria
- Relevance of proposed project to neuroscience and/or mental health fields and its research foundation
- Differentiation of proposed project from existing approaches or potential for intellectual property
- Feasibility of proposed project (e.g., reasonable project objectives attainable within timeline and budget)
- Collaboration/partnership development throughout the province (e.g., individuals, organizations, companies)
- Impact of the proposed project on the Alberta economy (e.g., development/training of high-quality personnel, creation of jobs, creation/development of new company, attracting investment and increasing revenue)
- Ability of the applicant to communicate his/her project idea

Terms and Conditions

Payment of funds will occur in 2 tranches and is contingent on compliance with program requirements and deliverables.

All successful applicants, as part of their acceptance of this grant, agree to actively participate in educational and support programs hosted by CAN which may include, but are not limited to an interview for the CAN newsletter and/or a short presentation demonstrating how the seed grant funding has benefited your project, attendance of program-related events, which may include industry nights, conferences, and/or educational and training opportunities, and acting as a mentor to future Entrepreneurship Seed Grant applicants.

Successful applicants are also required to submit a two-page progress report at the end of 2021 and final report in 2022 (within 9-12 months). Please note that the final 10% of the funding will be paid out upon satisfactory review of the final report. Reports may include:

- Overall development of the project, including key objectives achieved, primary use of funds to date, type of support accessed, and partnerships leveraged and/or established

- Explanation of any revisions to the approved project
- Description of how the project has contributed to the Alberta economy, including development/training of high-quality personnel, creation/development of a new company, jobs created, additional investment attracted and total revenue generated
- Conferences, publications and media reports generated

Questions

If you are interested in applying to this program and require further information, please contact Campus Alberta Neuroscience at abneuro@ucalgary.ca with the subject line “Entrepreneurship Seed Grant”.