

Innovation  
Quarters



Quartiers de  
l'innovation

# 2023 Member Application

## Thank you for your interest in the Innovation Quarters!

We strive to support innovative companies looking to start, scale and succeed. Please take your time to answer each question thoroughly as all applications are reviewed by our team with great care. There is no application fee and we do not take any equity from our members. Over the course of 6 months, you're given non-stop opportunities to connect with potential clients, business mentors and future collaborators, as well as engage in on-going professional development workshops.

While completing the application, please remember that there are no correct answers. Questions found in the final section have a maximum of 2,000 characters – try to be as thorough and yet precise as possible.

Please complete the online form at <https://www.surveymonkey.com/r/GJP2QJW> or email this PDF form to [innovationquarters@greatersudbury.ca](mailto:innovationquarters@greatersudbury.ca). If you have more to share, you may add additional attachments to your email.

**THE DEADLINE FOR SUBMITTING APPLICATIONS FOR OUR  
FALL 2023 COHORT IS SEPTEMBER 24.**

## Your details.

1. Full Name:

2. Home Address:

3. City:

4. Province/State:

5. Country:

6. Postal Code:

7. Email:

8. Phone Number:

9. Position Title:

10. We're curious to know how you heard about the Innovation Quarters. If you were referred to us, who can we thank?

## Your company's details.

11. Company Name:

*If you don't have one yet, feel free to skip this question.*

12. Company Address:

*If you do not have a separate business address, feel free to skip this question.*

13. Business website and/or links to business social media profiles, if you have any.

**14. Which best describes your company?**

- IDEATION STAGE – Business has not yet begun operating or generating revenue
- STARTUP STAGE – Business has been operating or generating revenue for less than 12 months

**15. If you already started your business, when was it founded?**

**16. Have you decided on your business legal structure?**

- Corporation
- Sole Proprietor
- Partnership
- Undecided

**17. We love working with companies of all sizes! Whether doing it all yourself or working with a full team, tell us about the roles that currently exist and indicate whether each team member is an owner, employee or volunteer.**

**18. Having the opportunity to work on your business in our collaborative workspace is a huge benefit of the program. How many physical workstations would you be interested in at the IQ?**

- Zero
- One
- Two
- Three
- Four

**19. How will you be operating your business over the next 12 months?**

- Full-time
- Part-time
- I will not be operating yet within the next 12 months
- Other (please specify)

**20. Please explain your plan for securing or contributing the required funds to cover both your business startup costs and ongoing operational expenses in the next 12 months.**

**21. Support can be so valuable for start-ups. We're interested to know if you have been able to benefit from other entrepreneurial support programs.**  
*(ie. NORCAT, Futurepreneur, Starter Company Plus, etc...)*

**Tell us all about your idea.**

**22. Elevator Pitch (max. 2000 characters)**

*Tip: Assuming you have 90 seconds, please explain what you do and why it's valuable in a way that just about anybody could understand.*

**23. What's the problem your business is trying to solve? What makes your solution different and unique? (max. 2000 characters)**

**24. Who's your target audience? Briefly describe your ideal customer. (max. 2000 characters)**

**25. Who are your main competitors? (max. 2000 characters)**

**26. What selling channels will you use? (examples: e-commerce, wholesale, retail, B2B, etc) (max. 2000 characters)**

**27. What's your revenue model? (examples: retail sales, subscriptions, transaction fees, etc.)(max. 2000 characters)**

**28. Are there any exciting opportunities you foresee for your business over the next 6 months?**

**29. What are your top business goals for the next 6 months?**

**30. What about your business' biggest challenges in the next 6 months?**

**31. And you know we can't help but ask! What is it about the Innovation Quarters that really interests you? How can we best support you in achieving your goals, pursuing opportunities, and overcoming your challenges?**

## Terms and Conditions.

I have read, understand and agree to all program terms and conditions as listed on the Apply page of the Innovation Quarters website at [www.innovationquarters.ca/apply](http://www.innovationquarters.ca/apply).

## Notice of Collection

The information on this application, including personal information, will be shared with the Innovation Quarters Selection Committee comprised of members representing the City of Greater Sudbury's Economic Development Division, NORCAT, the Greater Sudbury Chamber of Commerce and IQ Mentors in order to select applicants to participate in the Innovation Quarters Incubation Program. The information collected in this form will also be shared with assigned IQ Mentors when successful applicants are admitted into the program.

The personal information on this application is collected under the authority of sections 10 and 227 of the Municipal Act, 2001 for the purpose of administering the Innovation Quarters Incubation Program and selecting applicants. Questions about the collection of this personal information may be directed to the Business Development Officer - Entrepreneurship, Greater Sudbury Economic Development, Tom Davis Square, P.O. Box 5000 SNT A, 200 Brady Street, Sudbury, ON, P3A 5P3 or by telephoning 705-674-4455 ext 2482.

**Thank you for submitting your application to  
the Innovation Quarters!**

**A member of our team will review your submission and be in touch. Should you have any questions in the meantime about the program, please do not hesitate to email [innovationquarters@greatersudbury.ca](mailto:innovationquarters@greatersudbury.ca).**