**Water Technology Expert Panel Information for Applicants**

**Agenda**

20 minutes: Company technology presentation

10 minutes: Clarification questions on presentation

15 minutes: General initial or “off the cuff” feedback captured using the Feedback Matrix categories

What is liked, What might be changed, What questions come to mind, What ideas come to mind

30 – 60 minutes: Discussion of prepared company questions

10 minutes: Final thoughts and wrap-up.

**Minimum Suggested Content for Company Technology Presentation**

Technology Vision: How do you think you will win?

Problem: What is wrong with how your world currently works?

Solution: How do we solve the problem just outlined?

Market: How big is the total addressable market now? In the future?

Traction: Can you demonstrate a product-market fit?

Business Model: How will you make money?

Competition: Who are the competitors and why are you 10x better?

Roadmap: What is your proposed path towards your vision?

Team: Why is this the winning team?

Unique Value Proposition: What is the secret sauce?

Discussion Questions: What questions do you need help with from this panel of experts?

**Post-Panel Expert Engagement**

At the sole request of the companies, panelists would be free to further engage the companies on their own terms following the panel discussion.

**Post-Panel Discussion De-Brief**

For the program’s pilot phase, the applicant company will be required to have a de-brief with OWC following the panel discussion. This will enable feedback and improvement to the program.

**Confidentiality**

Companies are encouraged to not disclose any information that they are not comfortable sharing. However, if it is deemed that disclosure is necessary to gain the full benefit of the discussion, confidentiality agreements may be requested by the company in advance of the meeting.

**Cost**

**$3995 + HST**

**Water Technology Expert Panel Intake Form**

**Contact Information**

|  |  |  |
| --- | --- | --- |
|  | ***Primary Contact*** | ***Secondary Contact*** |
| ***First & Last Name:*** |  |  |
| ***Title:*** |  |  |
| ***Phone #:*** |  |  |
| ***Email:*** |  |  |

**Company Information**

|  |  |
| --- | --- |
| ***Company Name:*** |  |
| ***Ontario Address:*** |  |
| ***Head Office Address: (if different than above)*** |  |
| ***Number of Employees:*** |  |
| ***Estimated Annual Revenue ($):*** |  |
| ***Estimated Annual R&D Expenditures ($):*** |  |

Identify your company’s primary water sector area of focus (click on highlight & select from list).

Choose an item.

What is the current stage of development of your technology/service (click on highlight & select from list)?

Choose an item.

From the current state of your technology/service, what is the anticipated time to market launch (click on highlight & select from list)?

Choose an item.

How many existing, paying clients are there of this technology/product (click on highlight & select from list)?

Choose an item.

Technology Keywords - List 3-5 key words below associated with your technology/product:

1.

2.

3.

4.

5.

**Technology/Product Background**

Describe the problem your technology addresses:

|  |
| --- |
|  |

Describe your technology, and to the extent possible, the background intellectual property:

|  |
| --- |
|  |

Describe any outstanding technology risks or challenges:

|  |
| --- |
|  |

**Commercialization Strategy Background**

Describe your primary target market and secondary adjacent markets:

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| --- |
|  |

What is the value proposition for each of these markets (if different)?

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| --- |
|  |

Describe, to the extent possible, your understanding of the competitive landscape:

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| --- |
|  |

Describe, to the extent possible, the desired revenue model:

|  |
| --- |
|  |

Describe, to the extent possible, your overall go-to-market strategy:

|  |
| --- |
|  |

**Desired Expert Panel Focus Areas**

**Water/Technical Advisory**

Analytics, Monitoring  Net Zero Energy Wastewater Treatment

Drinking Water Treatment  Resource Recovery

Energy Optimization  Sensors

Industrial Water Treatment  Stormwater Management

Wastewater Treatment  Water Reuse

**Technology Development & Adoption Advisory**

Technology Development  Go-to-Market Strategy

Business Operations  Business Development

Business Finance  Intellectual Property Strategy

Market Expansion  Marketing and Communications

Municipal Operations  Municipal Procurement

Environment, Health & Safety  Municipal Engagement

Describe up-to three specific questions that you would like the expert panel to focus on:

|  |
| --- |
| 1.  2.  3. |

**Expert Panelists**

Experts represent a cross-section of background and experience from a technology development and commercialization perspective and a municipal perspective. These experts have a wealth of knowledge from years of experience and success that could be leveraged by your company to enhance your own success.

*OWC will work to provide the best panel (4 - 6 panelists) based on the needs of the company.*

*Please include separately any additional information including drawings, case studies, installation/reference list, test results, presentations and/or pitch decks, or studies/papers.*