

LOI – Proposal Format

- 3 pages total, use the template provided with the following headings:
 - Objective and Expected Outcomes
 - Fit to Target Area
 - Originality of the Research
 - Quality of the Researchers as Applicants
 - Training Potential
 - Relevance of the Proposed Research to the Supporting Organizations



LOI – Letter of Support

- Each supporting organization must provide a letter of support providing the following information:
 - a concise statement describing the nature of their Canadian operations
 - support for and agreement with the proposal
 - the potential benefit arising from the research and the relevant timeframe
 - potential interactions between the organization's personnel and the research team



Letter of Support- Key Points

- Support for and agreement with the proposal
- Reasons for being involved in the proposed collaboration
- Anticipated benefits from project outcomes
- Effort required to exploit results in Canada
- Benefits to Canadian economy and the relevant timeframe
- Anticipated interaction of personnel with the University
- Company's contribution to the project
- Company profile (for small companies or start-ups)



Full Application Evaluation Process

- Projects are evaluated against seven criteria
- Each criterion is graded from 1 (highest score) to 6 (lowest score). For details, consult [Selection Criteria](#).
- Each criterion is of **equal** weight
- Only projects that score highly in **all 7 criteria** are eligible likely to be funded



Selection Criteria (continued)

Quality of Research

The project must be scientifically sound and technically feasible. It must fall within a specific target area.

- Focus and clarity of short- and long-term objectives
- Appropriate methodology
- Justification for approach based on existing knowledge
- Feasibility of research planned
- Does the research fit the Strategic target areas?



Selection Criteria (continued)

Quality of the Applicants as Researchers

The research team must have all the expertise to address the defined objectives competently and to complete the project successfully.

- Does the team (including company researchers, if applicable) have all the required expertise?
- Form 100: very important
- Recognition of researchers' achievements and contributions
- Appropriateness of skill sets of individual researchers in the proposed areas
- Roles and time commitment of research co-applicants (collaborative roles)



Selection Criteria (continued)

Interactions with Supporting Organizations

The supporting organizations must have the capacity to apply the results of the research and must be actively involved in all stages of the project.

- Is the supporting organization an appropriate partner?
- Do the project objectives fit with the priorities of the non-academic partner? Remember that the partner organization will have to comment on the progress report midway through the project!
- How will the technology and knowledge be transferred?
- Is the non-academic partner able to assimilate new technology?
- What is the degree of involvement of the non-academic partner in developing the proposal and throughout the project?
- What kind of a track record do the applicants have in transferring knowledge and technologies?



Signs of a Good Proposal

- **All sections are clear and well described:**
 - Clear summary, proposal easy to read
 - Roles well defined (students, applicants ...)
 - Benefits to Canada clearly demonstrated
 - Guidelines followed and requirements addressed
- **Strong partner(s):**
 - Involvement from the start
 - Clear expectations (including IP)
 - Good communication
 - On-going interaction



