



SMART AND CONNECTED INNOVATION CHALLENGE Round 2

Application for proof-of-concept projects

About Saint John's Smart and Connected Data Project

Saint John's Smart and Connected Data Project is supporting companies and organizations in harnessing the power of data to drive new business value and solve problems. It is also encouraging entrepreneurs and innovators to look at new ways of using data and connected technology to solve important business and community problems.

By providing organizations, entrepreneurs and innovators with access to the resources required to solve problems using data and connected technology, our region will become more competitive, our companies will grow, and we will develop new data-driven solutions to export around the world.

About the Smart and Connected Innovation Challenge - Round 2

All communities have problems they struggle to solve. Business and organizations also have challenges they can't address through traditional solutions. With available data and the ability to collect data, many of these problems can be solved with innovative approaches to using data and connected technology. These problems are rarely unique to one company, organization or community, so once solved, the solution has value beyond its intended application.

To demonstrate the value of solving business and community problems using data and connected technology, Economic Development Greater Saint John is looking for good proof-of-concept projects. Priority will be given to projects that solve a business or a community problem and are likely to produce export-oriented products and/or services.

Proof-of-concept projects must be completed by March 31st, 2019.

Proof-of-Concept Projects

1. Selected Proof-of-Concept Projects will have access to the following resources:

- a. 75% funding for the cost of the project up to a maximum of \$25,000 (applicant must provide 25% of the funding). To access the full amount of funding, the project budget needs to be a minimum of \$33,500. Funding must be used for external service providers located in Atlantic Canada, equipment, and tools, and cannot cover wages of existing employees.
- b. Access to a secure Community Data Analytics platform and tools
- c. Ongoing mentorship and connections to external resources
- d. Support to identify and select service providers who can help develop a solution

2. Other benefits of participating in a Proof-of-Concept Project:

- a. Ability to validate new products/services/methodology that could be further developed and commercialized (sets up companies to access more resources for future phases of development)
- b. IP is 100% owned by the participants; not by Economic Development Greater Saint John
- c. Contribution to Saint John's Community Data Repository for future research and innovation opportunities – we're building a playground for innovators!

3. Examples of business and community challenges and solutions that could be addressed using data and connected technology:

- a. Customer abandonment of online purchases
- b. Customer retention
- c. Automated scheduling
- d. Fleet management
- e. Asset management
- f. Purchase predictions
- g. Predicting staffing requirements
- h. Matchmaking
- i. Customer engagement
- j. Cashless payment tracking for transit
- k. Managing peak energy demand
- l. Food security and health management
- m. Tourism forecasting

4. Proof-of-Concept projects will be evaluated based on the following criteria:

- a. Applicant has the ability to deliver on the project and has buy-in from senior leadership in their organization.
- b. One or more of the partners in the project is in the Saint John region and a portion of the Intellectual Property stays in Saint John.
- c. Project addresses an interesting, and important industry/business/community problem, challenge or opportunity.
- d. Solution addresses the problem and is exportable.
- e. Project could lead to the development of a repeatable solution that could be commercialized and/or generate new IP.
- f. Company, organization, entrepreneur or innovator has relevant historical data or can capture relevant data to solve the problem.
- g. The path to a solution is clearly attainable as part of the proof-of-concept phase in the allotted time frame.
- h. Project is feasible within scope of the available funds or be able to demonstrate additional sources of funding.
- i. Company, organization, entrepreneur or innovator is willing to share some data sets in the community data repository (may be public or private).
- j. Company, organization, entrepreneur or innovator is willing to share the results of the project with the community and be identified as a participant.
- k. Project requires the structure and resources being provided by the Smart and Connected Data Project but also can assemble a team and resources to drive the project.

Application Instructions – Please provide the following:

A. Applicant Information: Please provide the following information with your application:

- 1. Name of applicant
- 2. Company name (if applicable)
- 3. Industry (if applicable)
- 4. Location of applicant
- 5. Contact name

6. Contact e-mail
7. Contact phone number

B. Proof-of-Concept Project Information (Please include the following in your application)

1. The Problem/Solution
 - a. What business or community problem are you looking to address? (Please describe)
 - b. What is the impact of solving this problem?
 - c. Who benefits from having this problem solved?
 - d. What is your proposed solution (Please describe)?
2. Use of Data
 - a. What data would you use to address this problem? (Please list known data sets)
 - b. How would you access or generate this data?
 - c. What new data would this proof-of-concept capture or generate?
3. Connected Technology
 - a. What devices/platforms would you use as part of the proof-of-concept project?
 - b. What will you use to capture and/or analyze the data?
4. Execution of the project
 - a. What are your primary objectives for the proof-of-concept project?
 - b. What resources will you bring to the project (i.e. who is your internal team and what skills and experience do they have)?
 - c. What resources will you require from external service providers. If you are unsure of the external resources required to develop a solution, please state this.
 - d. Include a high-level workplan with major milestones for your proof-of-concept project showing how objectives could be completed by March 31st, 2019.
 - e. Include a high-level budget.
 - f. Describe how you would continue to build on the solution developed through this proof-of-concept project post March 31st, 2019 should the results be favourable.
 - g. Show next steps should the proof of concept prove the idea viable.
5. Contribution to the Smart and Connected Data Project
 - a. Confirm your willingness to sign a data sharing agreement with Economic Development Greater Saint John that would leave one or more of the data sets you plan to use or generate by solving your business problem in the community data repository to be used (based on your approval) for future innovation and research purposes?
 - b. Confirm your willingness to share the results of the proof-of-concept project with the public to encourage other companies to engage in similar projects and to drive innovation using data and connected technology.

Application Deadline

Applications for the second round of proof-of-concept projects must be received by 5 p.m. on Friday, June 7th, 2019. Please submit all applications to Raja Wetuschat, Economic Development Greater Saint John.

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