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**Application Form**

**TD Ignite Grants**

**&**

**Reisman Internships in Entrepreneurship**

**Steps:**

1. Decide what level of funding suits your project status
2. Create your video
3. Complete the written application – take note of which sections are required for your funding level!
* TD Ignite Grants = Application Section 1
* Reisman Design = Application Section 1 + 2
* Reisman Launch = Application Section 1 + 2 + Business Model Canvas (BMC) + Cash Flow Spreadsheet
1. Submit your application and link to your video no later January 31!

Tips for creating videos, and supplementary documents (BMC and Cash Flow) can be found on the [Entrepreneurship Funding page](https://mta.ca/current-students/experiences-and-career/entrepreneurship-mta/funding-entrepreneurship).

Check out [Venture Space MTA](https://www.mta.ca/venturespace/)! This is our new portal for all things entrepreneurship – there are a couple of excellent modules on developing ideas and steps to take to get your project off the ground!

**Video Requirements à For ALL Applicants**

The most exciting component of this application will be your video submission. In 3 minutes, you must showcase who you are, what problem you hope to solve and give us a glimpse into the interesting and innovative ways you might be able to find a solution! This could be a product or services that needs to be improved, or a social or cultural enterprise, or it could be a service that is sorely lacking.

Specific points to cover:

* Introduce yourself
* Identify the problem you see in the world
* Why does this problem matter to you?
* Have you identified the solution? Tell us how you intend to tackle this problem!

Three minutes will pass quickly! So, you want to develop a great script that showcases your idea and solution in the best, most clear way. Be creative, engage with your audience. Take us on a tour or let us see into your thought process. You can [find pitching tips here](https://mta.ca/current-students/experiences-and-career/entrepreneurship-mta/think-inc-program/think-inc-module-4).

**Section 1 à For ALL Applicants**

|  |  |
| --- | --- |
| Name of Lead Applicant |  |
| Degree, Major, Minor |  |
| Year of study |  |
| Email |  |
| Cell phone |  |
| Mailing address |  |
| Project Title  |  |

**Is this a team project?**

You can have up to 3 team members. Please provide the above information for EACH team member.

**What level of funding are you applying for,**

**Ignite Grant OR Reisman Design Internship OR Reisman Launch Internship:**

à \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Check out the chart below to help choose the funding that best suits your needs:

|  |  |  |  |
| --- | --- | --- | --- |
|  | **Ignite Grants** | **Reisman Design** | **Reisman Launch** |
| Amount | $3,000 - $5,000 | $10,000 | $15,000 |
| Commitment | Part time - flexible | Full time - Summer | Full time - Summer |
| What stage are you in your ideation/planning? | * Great idea, or a clear problem that needs a solution
* Your solution is not fully developed
 | * You have a clear and well thought out idea
* You have several potential solutions to a real problem
 | * Mostly complete lean business model canvas
* Well communicated and thought out
* Ready to launch!
 |
| What will be the main focus or activities that you pursue with the funding? | * More testing and modelling to come up with a plan.
* Researching your problem and solution
 | * Designing the business model
* Research needed to fill in the blanks
* Creative problem solving to solidify next steps
 | * Getting your entrepreneurial venture off the ground
 |

**Your Pitch**

Please recap, in 500 words or less, your video submission. What problem are you trying to solve? What has been your inspiration in tackling this challenge? And finally, what is your vision for this challenge; what does your ultimate solution look like?

**Budget**

What expenses will your project have? In the table below, list your expense by category. Use the justification column to explain why the expense is necessary. You may include salary. Capital expenses (costs to purchase or lease equipment) should be less than 20% of your budget.

|  |  |  |
| --- | --- | --- |
| Account/Category | Expense | Justification |
| Accounting and other professional services |  |  |
| Capital expenses (equipment) |  |  |
| Marketing and promotions |  |  |
| Maintenance |  |  |
| Permits |  |  |
| Office supplies |  |  |
| Rent |  |  |
| Research and development |  |  |
| Salary |  |  |
| Supplies (materials for production) |  |  |
| Telephone |  |  |
| Travel |  |  |
| Web hosting |  |  |
| Other: |  |  |

**Section 2 – For Reisman Internship in Entrepreneurship à Design & Launch**

The main difference between the Reisman Design Funding and the TD Ignite Grant, is that as a Reisman Intern you will be expected to work full time on your project throughout the summer. You could make great strides in pushing your project forward with the support of the business coach.

In the table below, map out one to three goals you’d like to achieve **each** month of your internship.

|  |
| --- |
| **Goals** |
| May |  |
| June |  |
| July |  |
| Aug |  |

**Section 3 – For Reisman Internship in Entrepreneurship à Launch ONLY**

Students who are interested in the Reisman Internship in Entrepreneurship and who are seeking Launch level funding ($15,000), will have to be at the stage in their planning where they have developed a fairly solid business model. How will you will make money? (Or if you’re starting a social enterprise, you will you achieve financial sustainability?)

1. Please provide a brief description of how your business or social enterprise will work. (one to two paragraphs)
2. Attach a completed business model canvas. You can find the forms and information you need to complete a BMC here: [Business Model Canvas Template](https://drupal-ha.mta.ca/sites/default/files/2021-04/Lean-Business-Model-Canvas-Template.pdf) and [Tips for Creating a Business Model Canvas](https://mta.ca/current-students/experiences-and-career/entrepreneurship-mta/think-inc-program/think-inc-module-3)
3. Cash Flow Projections: As your business or social enterprise develops and expenses accumulate, how will you make sure you have enough cash on hand to stay afloat? Complete the [Cash Flow Template Form](https://mountallison.sharepoint.com/%3Ax%3A/s/elcd/EVfwIF6kQIdJoaexOa_S7_oBHWcgFBsrXqgUAad_XpukKA?e=nnebmm) showing your projected income and expenses for May-Aug.

**Submission Details**

* Deadline to apply is **January 31, 2022.**
* All applications should be sent to careers@mta.ca
* Application Form, [Business Model Canvas](https://drupal-ha.mta.ca/sites/default/files/2021-04/Lean-Business-Model-Canvas-Template.pdf), and [Cash Flow Spreadsheet](https://mountallison.sharepoint.com/%3Ax%3A/s/elcd/EVfwIF6kQIdJoaexOa_S7_oBHWcgFBsrXqgUAad_XpukKA?e=nnebmm) (if applicable) should be attached as 3 separate documents to your email.
* Please name your files *LastName\_FirstInitial Application.doc*, *LastName\_FirstInitial BMC.doc* and *LastName\_FirstInitial Cash Flow.xls*
* A link to your video should be included in your email (you can share it from your MTA One Drive).

For more details about the application process, the awards and the program itself, please visit the [Entrepreneurship Funding Page](https://mta.ca/current-students/experiences-and-career/entrepreneurship-mta/funding-entrepreneurship).

If you want some support in writing this application, please reach out to careers@mta.ca