



Statement of Work – The Bell Accelerator Fund

- **Statement of Work are to be submitted to the Bell Accelerator Fund via email at accelerator@mobility.com**
- **Documents should be in MS Word format**
- **For further information, email your inquiry to accelerator@mobility.com**

1. Cover Page

Please include the following basic information on the cover page:

Name of project:

Company:

Company Address:

Contact name, title, telephone number and email address:

Project start date:

Total project cost:

Requested contribution:

2. Executive Summary

Provide a summary of the company, the product, the value proposition, deliverables, required total funding, major milestones, and the location where the work will be performed.

3. Company Overview

Describe what your company does. And address how long the company has been in business, the key product or service focus and relevant success. Summarize the current level of investment in the firm (e.g.: amount, prior investors) and current cash available. Identify key customers or relationships that the firm has already.

4. Market Feasibility

Provide information in the following areas to support the product opportunity:

Statement of Product: What does your product do? What are you selling? Describe the proposed product, the problem it solves, and how your company will make money?

Bell Mobility Impact: What benefits does this product provide to Bell Mobility (e.g.: revenue growth or cost reduction)? What investment, time, effort is required to deploy this product?

Market Size: Identify the size of the market opportunity and the relevant addressable segments. Differentiate between Canada and other markets. Show all assumptions and sources.

Competition: Identify direct and indirect competitors. Describe what makes your company different and how you will succeed in the marketplace.

Provide a detailed competitive analysis for the relevant products on attributes that are important to the market (e.g.: price, performance, channel, etc.).

Sales Potential: Based on the market size, forecast anticipated market share that this product will capture. Outline sales projections over the next three years for this product both in number of units and gross revenues. Substantiate revenue growth.

Go-to-market: Outline how the product will be delivered to the market place (i.e.: stand alone, bundled, integrated). Outline the pricing strategy, distribution channels, and the level of required promotion. State any relevant relationships.

5. Statement of Work

Overview: Provide an outline of the new product or service, the approach to completing the project, and the specific deliverables. Comment on the project management process including the approach to time sheet management, work package management, and project review system.

High-level work plan: Complete the high-level work plan (sample below)

Phase 1	Technical design package
Objective	To design the initial product
Work steps	✓ Search hardware vendors ✓ Select module ✓ Design Rev. A PCB ✓ ...
Deliverable	A final functional and technical specification package for a device ...
Timing	6 weeks

Total cost	\$35,000
------------	----------

Repeat this table for the number of phases of the project (e.g.: 3 summary tables for a three-phase project)

Technical Innovation: Outline the technical innovation in this product and the engineering challenges. Prioritize technological risk associated with completing the project. Comment on whether this project will qualify for SR&ED tax credit.

Detailed Project Schedule: Identify all phases and deliverables in the project, and the actions necessary to achieve these deliverables. Provide a Gantt chart which refers to a reasonably detailed work breakdown structure (WBS) describing the tasks required to complete each project milestone. Please note payments will be made to applicants based upon successful deliverable completion.

6. Project Budget

Complete the sample schedules shown in Attachment A using the guidelines for eligible project costs included in Attachment B.

7. Auditing and Final Report

Describe the content of the final project report which is required of all applicants. Indicate a suitable delivery date for this report.

8. Financial Feasibility

Sales projections: Present a 3 year sales, profit/loss forecast for the new proposed product and a consolidated 3 year projection including the existing business and the new product. Show all assumptions.

Financial Statements: Attach the most recent audited/unaudited annual financial statements, including balance sheet. State how the project will be financed.

Cash Flow Analysis: Provide a cash flow analysis over the duration of the project. Attachment A provides guidelines on the type of information expected. Assume Bell deliverable payments are net 30 days.

9. Key Participants

Identify the key individuals who will work on the project including an outline of their background and qualifications.

Identify key board members or other stakeholders.

10. Ownership of the Applicant

Identify the ownership structure of the participant(s). Summarize the current level of investment in the firm (e.g.: amount, prior investors and date of investment).

Attachment A

Schedules:

Schedule 1: Salaries and projected time of all staff charging to the project

Schedule 2: Overall summary of budgeted project costs

Schedule 3: List of direct materials, consultants and subcontractors

Schedule 4: Cash flow analysis