

What is important in your business project

Montréal inc. no longer requires filing a business plan. However, this information is necessary to process your request for the Grant+.

You are asked to provide a more detailed document than a pitch deck with a maximum of 15 pages. This is not a presentation to an investor or a VC. If your project is selected, you will have to present to a jury, and a pitch deck will be necessary.

Name of your business project:

1. Business description

2. The problem to be solved

What needs or problems are you looking to solve? In what context did you identify this need? (personal experience, resulting from your academic or professional research).

3. The solution

How do you plan to resolve the need or problem?

What is the value proposition of your product / service?

4. The innovation

Clearly demonstrate where the innovative and unique element is in your solution or product.

5. The product (general presentation)

What are the main characteristics and / or functionalities of your product or service?

6. Why now?

Is this the right time to bring your solution to market, why?

7. Global market

What is the market, the potential size and your target customers?

Explain your approach to determine your market share (recent data on the global, national and regional market and assumptions for sales)

8. Competition

Who are your direct and indirect competitors? Their strengths and weaknesses. Give a brief example of an inspiring competitor.

9. Market validation process and results

How have you tested the market? From whom? What are the results obtained? (test, sales made, survey, number of users, number of paying customers, pilot project)

10. Your competitive advantage

What are the elements that set you apart from the competition?

What is the positioning against your competitors?

What image do you want to communicate about your product or service?

11. Calendar of achievements and product/service roadmap (next 3 years)

What are the main milestones to develop your solution (product/service)? If necessary, use a visual diagram.

12. Revenue model

What is your revenue model (pricing strategy, SaaS, pricing, plans, free trial or other)? Unit price?

13. Marketing strategy

What is your strategy to acquire and retain customers (specify concrete actions)? What are the distribution channels for your product or service? What is the budget for each channel?

14. Operational process and legal aspects

What is your production process? (source of supply, ways of delivering the product or service, subcontracting, warehousing, storage and data protection)

Does your production and delivery process use local resources?

Do you have intellectual property? Is your product patentable?

What legal steps have been realized (shareholders' agreement, commercial contract, etc.)?

15. Finances: sales forecasts and assumptions, number of customers, EBITDA

What are the expected sales for the next three years?

What are your sales assumptions (how do you go from overall market data to your monthly and annual sales forecasts).

Depending on the business model : long-term customer value, customer acquisition cost, churn rate and monthly recurring income.

16. Financial plan: funding raised, to come and use of funds

What is the cost of starting your business?

Have you raised funding? If so, how much and what are the sources of funding (love money, banks, financial angel, etc. If not, have you started the process?

How do you plan to use the grant?

17. The social impact of your project

How your product or service contributes to the quality of life of your target customers.

Briefly describe the impacts of your project into the community, including health and the environment, if applicable.

18. Potential jobs creation

How many jobs have been created to date? How many full-time jobs do you plan to create for the next 3 years?

19. Your main achievements to date



Product development, important partnerships, etc.

Have you started sales? If so, since when and how many? If not, when?

20. International development of the project

Do you plan to develop new markets internationally? if yes, which ones? and in what time horizon?

If you have already taken steps, explain which steps did you take.

21. Presentation of the team and other partners

What are your main motivations? What is your personal vision and the vision for your company for the next 3 years?

Are the skills and experiences of the entrepreneurs (cofounders) are profitable and complementary? Demonstrate the complementarity of the team on this subject.

If you have already started a business, individually or as a team, please describe your experience.

Describe your collaborators and partners (coaches, mentors, ecosystem organizations or others who support you).

22. Your needs and challenges you are facing

What are your 3 main current and future issues/challenges?

What is your plan to solve them?

23. What support would you like to receive from Montreal Inc.?

24. Any other relevant information about your project to share?