Annex A - Venture-Specific Front-End Study Proposal Guidelines

Proposals should be kept under ten pages, point form is acceptable. The following major sections and information should be included in a study proposal:

Executive Summary

- summary of the main elements of the proposal

1. Background Information

- name and title of project manager or contact person
- full address
- telephone and facsimile numbers

2. Company Background

- company name
- legal entity (sole proprietorship, partnership, corporation, etc.)
- date and city in which company was established
- percentage of Canadian ownership
- list of parent or subsidiary company(s) and location(s)
- type of industry and area of specialization
- list of products and services offered and percentage of Canadian content
- relevant history of the company
- annual sales over the last three years
- number of employees
- current markets served
- World Information Network for Exports (WIN Exports) or the Business Opportunities Sourcing System (BOSS) registration number
- name(s) of any other of your projects which have received REE assistance

3. Current International Business Activity

- list type of activity(s), year, and results
- specific reference should be made to any activities in the target country, including date of recent visits