



## ***PetroleumR&D Accelerator***

### **Project Proposal Format and Guide**

**The following outline is recommended when preparing project proposals for RDC. Note that the content detailed here is used for evaluation of your proposal, so please address all items listed.**

#### **1. Company Background**

Provide a high level company overview, including a brief corporate history, areas of business, office locations, customer list, etc. As well, an R&D profile for the company should be included, to provide a detailed view of the company's R&D history, including:

- a. Commitment to R&D - Discuss R&D personnel and organizational structure.
- b. R&D Investments - Describe past or current R&D investments (local or global).
- c. Related R&D Activities - Provide an overview of related R&D activities of the company to date.
- d. Technical Competitive Advantages - Identify any potential unique technical competitive advantages related to the project.

#### **2. Project Description**

Provide a detailed description of the project. The following sections are recommended:

##### **2.1. Project Details**

Provide details on the project and how it will be managed, including:

- a. Project Background - Discuss the history of the project, the funding rationale (related to the PetroleumR&D Accelerator program), alignment with any identified focus areas, and how the proposed project is relevant to the organization.
- b. Project Objectives - Discuss the overall goals and objectives of the project, including specific R&D objectives.

- c. Scope of Work - Discuss the scope of the R&D activities.
- d. Project Timeline and Gantt Chart - Provide a project schedule (including Gantt chart representation) with detailed activities in a work breakdown structure. A list of major activities should be provided, with descriptions, technical challenges, required resources, milestones, deliverables, and timelines in the following format:

**Sample Activity**

**Major Activity 1: Title**

*Description:*

*Technical Challenges:*

*Resources Required:*

*Milestone(s):*

*Deliverable(s):*

*Timelines:*

- e. Expected Results - Discuss identified planned/expected results, which should be measurable and quantifiable against key targets.
- f. Risk Management Plan - Discuss overall project risks and mitigation strategies, as well as technical risks and mitigation plans.
- g. Assumptions - Describe any assumptions in place for this project.
- h. Quality Control - Discuss the project's quality assurance plans.

## **2.2. Technical Considerations**

Discuss the major technical considerations for the project, including:

- a. Technical Challenges - Describe key technical challenge(s) to be overcome or current technology needed, including specific industry challenge being addressed, and the plans to overcome these challenges.
- b. Relevant Technologies - Discuss existing technologies that are relevant to the proposed activities.
- c. Technical Success - Outline key indicators of technical success, which should be measurable and quantifiable.
- d. Future R&D - Discuss future R&D opportunities as a result of this project.
- e. Innovation - Detail the level of technological innovation vis-a-vis existing technology or industry capabilities.

## **2.3. Project Team**

Highlight the project team composition, including the following details:

- a. Project Management - Provide a description of the project management team, their experience, hierarchy and reporting structure.

- b. Team Experience - Provide brief biographies of team members, highlighting their relevant experience for this project, and their specific roles and responsibilities for the project. Complete resumes should be included for key team members in an Appendix. An organizational chart should also be included, as well as a description of the team's expertise and track record in R&D. Highlight any particular technical expertise required.

### **3. Business Case**

Discuss the major commercial drivers for the project, including its potential for the following (where applicable): to unlock Newfoundland and Labrador's hydrocarbon potential; to commercialize innovative technologies, products and services; and to enhance industry performance (e.g. lower exploration, development or production costs, enhanced recovery, improved offshore safety, etc.). The following sections are recommended:

#### **3.1. Global Competitiveness/Market Analysis**

Discuss market size (local and global), potential for technology demonstration and commercial application, market trends, competition, etc.

#### **3.2. Commercialization Strategy**

Discuss competitiveness, and the commercialization strategy of subsequent resulting products, services or processes.

#### **3.3. IP Considerations**

Discuss Intellectual Property rights, issues, and strategy, including any relevant background IP.

### **4. Economic Impacts**

Discuss the major industry and economic impacts resulting from the project, including enhanced R&D capacity in NL. The following sections are recommended:

#### **4.1. Newfoundland and Labrador's Petroleum Industry**

Outline the project's relevance to the Newfoundland and Labrador petroleum industry, including the impact on an identified industry need, resource development and/or market opportunities. The future implications of a successful conclusion to this project for the industry should also be discussed, highlighting any significant technical obstacles removed as a result of this project.

#### **4.2. Industrial R&D Capacity**

Discuss the project's impact on industrial R&D capacity in NL, including the contribution to R&D growth in expenditures and personnel. In addition, the short and long term

sustainability potential should be discussed with respect to the investment in capacity. The contribution to innovation, science and technology excellence, and development of highly qualified personnel should be addressed here also.

#### **4.3. R&D Collaboration**

Discuss the impact on collaboration among R&D performers (local, national and/or international).

#### **4.4. Other Economic Impacts**

Discuss the potential impact for NL on industry performance (e.g. lower costs, improved safety, etc.), employment, resource development export and other economic drivers. The project's overall significance to the economy should be highlighted.

### **5. Project Financials**

Ensure that Section 5: Detailed Project Cost and Section 6: Detailed Project Financing of the PetroleumR&D Accelerator Application Form have been completed in detail. Any additional information may be included in the project proposal if required. The options for any proposed RDC funding that exceeds 25% of total project costs, if applicable, should be highlighted within the proposal as well.

### **Appendices**

#### **A. Company Financial Statements**

Provide the most recent (audited if available) year end company financial statements, along with projections for the next two years. If the most recent financial statements are from greater than 6 months ago, provide interim financial statements.

#### **B. Share Ownership**

Provide a breakdown of share ownership in the company.

#### **C. Affiliated Companies**

Provide a breakdown of all affiliated companies/corporations.

#### **D. Proof of Incorporation**

Provide proof of corporate status.

#### **E. Confirmation of Funding**

Provide letter(s) of confirmation of funding.

#### **F. Confirmation of Collaboration**

Provide letter(s) of confirmation of collaboration.

#### **G. Team Resumes**

Provide resumes for key project team members.



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