



SUSTAINABLE DEVELOPMENT  
TECHNOLOGY CANADA

TECHNOLOGIES DU DÉVELOPPEMENT  
DURABLE CANADA

## Funding for start-ups: Building momentum towards commercialization

We believe inside every ambitious start-up company is the potential to be a global leader. SDTC helps high-potential companies take that next leap and achieve market readiness by funding the development and demonstration of sustainable technologies. We want to support you as you prove out the sustainable products and solutions the market demands.

### How it works

For start-up companies, speed is everything — jumping on opportunities, putting cash in the bank and securing your place in today's hypercompetitive global economy.

At this stage of your business journey, your technology has been proven at a small scale, it shows promise, and it has the potential to deliver a transformative environmental benefit. You now want to demonstrate and validate your solution in a market setting.

We run a competitive funding process, working on a continuous intake basis and approving funding every two months. If you're ready, we want to work with you. After an initial screening process, we'll match you with an Investment Lead who will guide you through our funding process.

We know that every company is unique, and while our average contribution is \$2-5 million, we have the ability to provide larger contributions (typically up to \$10 M), with these funds disbursed in five years or less. We will work with you to determine what funding is needed to get you to the next stage.

### Is my company eligible for funding?

- ✔ A Canadian company that will demonstrate strong Canadian benefits with a defined project.
- ✔ A product or service that has the potential to deliver significant and quantifiable environmental benefits resulting from commercial-scale deployment.
- ✔ A novel technology that is supported by intellectual property owned by the company and a strategy to enable future growth.
- ✔ A defined project supported by a business plan that puts you on the path to commercialization.
- ✔ A potential customer or end use partner who can validate market need.

## How we evaluate start-up companies for funding

**When considering your application, here are some of the questions we'll ask:**

### Strength of technology Innovation

What is the potential magnitude of the environmental and economic benefits?

How is the technology better than existing technologies and emerging competitors?

How strong is your company's intellectual property (IP)?

What is your IP strategy to maintain a competitive advantage?

### Management capability

Does your team have the skills necessary to deliver your technology and business strategy through this phase of the company's development?

### Technology readiness level (TRL)

Is the technology beyond proof of concept but pre-commercial (TRL 3-8)?

How will the proposed project advance the technology towards commercialization?

Have you secured a strategic partner(s) needed to help you develop and demonstrate your solution in an industrial setting (if applicable)?

### Business plan and path to market

Is there a compelling value proposition that will drive customers to adopt the technology?

Do you have a business plan to support market entry and commercialization?

Do you have a good understanding of the potential market size for the product and the competitive landscape?

### Financial strength


How much capital will your company need to commercialize the technology under development?


What is the level of interest from other investors?

What funding commitments have been secured to date?

### Other considerations:

**33%** SDTC funds on average 33% (up to 40%) of eligible project costs.

 At least 25% of the eligible costs must be funded through private sector contributions (including in-kind).

 At least 50% of eligible project costs must be incurred in Canada.

Think you  
may be a match?



Think you might be eligible?  
We want to hear from you! Fill out our application form at [SDTC.ca](https://www.sdtc.ca).