# ONB ICT Ecosystem Academy
# Application Form

**October 2022 – January 2023**

## Corporate Information

Company Name:

Street Address:

City:                           Province:                           Postal Code:

Other Locations:

Primary Contact Name:

Email:                                                  Telephone:

Company Website URL:

Number of employees:

Annual Revenue:

## Product/Technology/Service

Describe your product/technology/service:

What is it and what does it do?

What is the nature of the problem it solves, key benefits?

Who would buy it? List significant end users and key customers:

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## Market Interests

Please identify other markets of interest in the North America that you wish to pursue, are currently pursuing, or have a presence in:

Do you have target contacts/partner companies already identified who you want to meet? If so, please identify:

Do you have DO NOT CALL contacts? If so, please identify:

## Partner strategy

What measures have you put in place for growth?

What measures have you put in place through indirect relationships?

Have you ever explored the ecosystem around your company or around your target customers?

What is your experience with ecosystem or partner strategies?

Do you have a partner program?
- o   If yes, how is it going?

- o   If yes, how many partners do you have?

- o   If yes, how is the program going? What are your plans to grow your product outside of New Brunswick?

*Please complete the application form and return it to Erin Clendenning at erin.clendenning@onbcanada.ca by September 30, 2022.*

*\*Participants in the ONB ICT Ecosystem Academy will be required to complete an exit survey to track results and measure effectiveness.*