

**ELIZABETH CANNON GRADUATE SCHOLARSHIP IN ENTREPRENEURIAL THINKING  
PRELIMINARY ASSESSMENT FORM (PAF)**

- *Adobe Acrobat Reader is required to complete this form. [Download Adobe Reader](#)*
- *Eligibility requirements are available at on the [Graduate Awards Database](#)*
- *When complete, save as 'YourLastName-Cannon.pdf' and submit by e-mail to [gsaward@ucalgary.ca](mailto:gsaward@ucalgary.ca).*
- *Deadline **May 23, 2024***

**PART 1: PERSONAL & ACADEMIC INFORMATION**

Family Name	First Name(s)
UCID #	Your UofC E-mail Address
Program	Area of Proposed Research
Supervisor's Name	Supervisor's E-mail Address

**PART 2: DESCRIPTION OF ENTREPRENEURIAL ACTIVITIES**

Venture Name			
Your role in the venture	Founder	Co-Founder	
Indicate your venture stage	Idea/Seed Stage	Early Stage	Growth/Scaling Stage
How long have you been working on your idea or business?			

*Complete a short statement (approx. 250 words) describing how your research-related entrepreneurial activities will contribute to the growth and vitality of the Calgary community through one or more of the following:*

- |  |   |
|--|---|
| <ul style="list-style-type: none"> <li>• <i>Entrepreneurial research</i></li> <li>• <i>Innovative approach to solve multidimensional problems</i></li> </ul> | <ul style="list-style-type: none"> <li>• <i>Development and operation of a business or social enterprise</i></li> <li>• <i>Community building through innovation</i></li> </ul> |
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**PART 3: BUSINESS MODEL CANVAS** Answer the questions as briefly and as completely as possible. Do not exceed visible space.

<p><b>PROBLEM</b> List the problem(s) you are addressing – be specific</p>	<p><b>SOLUTION</b> Describe the top features of your solution</p>	<p><b>UNIQUE VALUE PROPOSITION</b> Single, clear, compelling message that states why you are different and worth paying attention to</p>	<p><b>UNFAIR ADVANTAGE</b> What do you have that cannot easily be copied?</p>	<p><b>CUSTOMER SEGMENTS</b> List your target customers and users</p>
	<p><b>KEY METRICS</b> What are the key activities that you will track? How will you measure product usage, customer engagement, etc.</p>		<p><b>CHANNELS</b> List your channels of communication, distribution and sales</p>	<p><b>EARLY ADOPTERS</b> List the characteristics of your ideal customer</p>
<p><b>COST STRUCTURE</b> What are the most important cost blocks in your business model? What resources are driving most of the costs?</p>			<p><b>REVENUE STREAMS</b> What value are your customers really willing to pay? What are they currently paying? How much does each revenue stream contribute to overall revenues?</p>	

**PART 4: ACADEMIC HISTORY**

List ALL post-secondary institutions you have attended and completed a degree/diploma/certificate. Additional institutions may be attached on a separate page, **including current/upcoming University of Calgary program even if no grades are assigned.**

Academic Institution/Location	Degrees/Diplomas Completed (or to be completed)	Month/Year Started	Month/Year Awarded (or expected)	Instruction in English (yes/no)

**PART 4: AWARDS AND OTHER RECOGNITIONS**

List post-secondary scholarships/awards/bursaries held, with dates of tenure.

Name of Scholarship or Award	Month/Year Started	Month/Year Ended	Value	Source of Funds (Federal, Provincial etc)