



# Eligibility Requirements

## HOW WE ASSESS OPPORTUNITIES

### **Strategic fit**

Does the company's technology, value proposition and market differentiation fit with the strategic initiatives of TELUS?

### **Ability to add value to the company**

Is there an opportunity for TELUS to bring additional value to the company through distribution channels, references, technical or market expertise?

### **Management team**

Does the company's management team have a solid track record, sector expertise and a proven ability to deliver results?

### **Market opportunity**

What is the size and growth rate of the market being addressed by the opportunity?

### **Exit potential**

What are the likely exit scenarios and time frames for a TELUS Ventures investment?

### **Technology**

Are there proprietary intellectual property and patents? Is the technology secure, reliable and scalable?

### **Differentiation**

Can the company implement barriers to entry for competitors through patents, quick time-to-market or other means? Is the proposed marketing strategy executable?

### **Financial considerations**

What are the potential investment returns? What is the total investment required to reach profitability?

## WHY PROPOSALS ARE DECLINED

The most common reasons for rejected submissions are:

- The technology focus or value proposition is not aligned with TELUS' investment criteria
- There is a competitive conflict with TELUS' portfolio
- TELUS does not have a sponsoring business unit for the proposal
- The product roadmap of the proposal has been deemed unable to sustain growth and resist competitive inroads
- The company's management team requires enhancement
- The financial opportunity is not supported by sufficient market data, customer traction or analysis

## WHAT WE'LL NEED FROM YOU

In order to properly assess your company and review an investment proposal, we will require the following information about your company:

### Executive Summary (3 pages or less)

- Brief paragraph describing your product/service and value proposition
- Business plan summary, including:
  - Market size
  - Market differentiation
  - Competition
  - Distribution plan
  - High level financial projections
- Funding requirements
- Existing relationships with TELUS contacts (if applicable)
- Brief biographies of key management team

### Additional Documentation

- Full business plan, including:
  - Product description
  - Target market
  - Market size
  - Value proposition
  - Competitive landscape
  - Differentiation
  - Channel and sales plan
- Biographies of the management team and board of directors
- Customer and partner references
- Marketing and sales plan including partnering and channel strategies
- Detailed financial projections for 3 to 5 years, including:
  - Revenue
  - Operation
  - Capital expenses with EBITDA
  - Cash flow
- Funding history, pre-money valuation, funding requirements and use of funds description
- Current fully diluted capitalization table
- Product and technology roadmap

