



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

