

Schedule 1 - PROJECT SELECTION PLAN

This is an outline of the information required to assist the National Cybersecurity Consortium (NCC) in evaluating your proposed project under the Cyber Security Innovation Network (CSIN) programming.

a) Project Information

Provide a short, concise title that conveys what the proposed product/process/service will be once the project is complete.

b) Project Summary

Provide a non-technical description (1 pages maximum) of the proposed product/process/service, the issues it will address, and its significance for potential clients or customers. Describe why the project is important and what impact your results will have including any gaps it will address in the Canadian cybersecurity ecosystem. Please reference any economic, innovation and social benefits that will derive from the proposed project. Any technological advancement generated for the cybersecurity ecosystem across Canada should be referenced here as well.

c) Management Team Experience

Identify key project management members. Provide a summary of their roles and responsibilities and their experience in managing projects such as the one proposed. For each key member identified, please provide a résumé (2 pages maximum) of their specific expertise and experience for the work involved.

d) R&D and/or Development Team

Identify key members of the project team and provide a summary of their roles and responsibilities. For each key member identified, please provide a résumé (2 pages maximum) of their specific expertise and experience for the work involved.

e) Summary of Equipment and/or related upgrades

Where appropriate, please provide a description of any incremental equipment and/or facilities required during the project.

f) Organization's Current Cybersecurity Structure

Describe the organization's current cybersecurity posture and how the team will ensure adequate cybersecurity controls are in place with respect to the project.

g) Key Collaborators

Identify the key collaborators, alliances or other linkages that are relevant to the project. Describe their roles and responsibilities and clearly identify the importance of their contributions to the project. How will the project support collaboration among organizations across Canada and bring together stakeholders from different regions?

h) Summary of Work Completed to Date

If appropriate, provide a summary of work already completed leading up to this proposal, including any technical evidence (e.g. proof-of-concept, supportive data, references, literature review) that supports the technical feasibility of the proposed project. Describe the current stage of development of the proposed project, if any.

i) Major Project Milestones

Identify and describe the project's major milestones, indicators of success and the targeted completion dates. Project milestones are defined as the achievement of specific activities necessary for the completion of the project (i.e. critical path to project success) and may span several of the project's activities. These milestones can be related to any aspect of the project (e.g. technical, financial, management, commercialization of the resulting product/process/service).

j) Activities to be Conducted

Provide an overview of the activities to be carried out. For each activity, specify:

- activity name;
- associated milestone;
- the objective;
- expected outcome(s) including key metrics to indicate success or shortcomings arising;
- the roles and responsibilities of the team members involved;
- the time required for each activity;
- the procedures or methods to be employed; and
- describe risks and risk mitigation strategies for each task.

k) Intellectual Property

Describe the background and foreground intellectual property arrangements (e.g. [copyrights](#), [trademarks](#), [patents](#), [industrial design rights](#), [trade secrets](#)) required to exploit the technology involved in the project. Describe the plan for handling intellectual property ownership issues and their associated costs. Describe the measures to be taken to ensure that the resulting technologies provide continuing benefits for Canada. It is critical that the IP requirements of the application are understood and agreed to at the time of application by all participants.

l) Project Costs and Financing

Provide details on the proposed project costs, wages and salaries and project financing by completing Template A: Project Costs, Template B: Personnel Costs and Template C: Project Financing. The ultimate recipient must demonstrate that it has the financial capacity to carry out the project in full. The ultimate recipient must identify all cash contributions related to the application and will be required to provide documentation of its use as specified in the tables. Any in-kind or non-cash costs should be documented on Template D: In-Kind/Non-cash Costs and must be consistent with the NCC/CSIN definitions for such costs and documentation of its use will be required as a part of the project reporting processes post-award.

m) Commercialization Strategy (optional for Training and R&D projects)

A key component of any proposal is a detailed and practical commercialization strategy, a well-defined plan for how the resulting product, process or service will be introduced to the marketplace and how revenue will be generated. Therefore, applicants are expected to elaborate on how the commercial outcome of the project will be promoted, distributed and sold, particularly in Canada. The commercialization strategy should include but not be limited to:

- the need for this project;
- the size of the market and the targeted niche within the market;
- potential competitors and competing products, processes or services;
- the market penetration objectives and the associated major challenges;
- the expertise of the team and its collaborators as relates to commercialization of new products and services in the marketplace; and
- where possible, independent market assessments.

As a second step, based on the market niche/segments identified above, applicants must outline their vision of the revenue model. Areas for consideration should include but not be limited to:

- the value proposition that resulting products will deliver to the end customer;
- how the resulting products will achieve competitive advantage in the marketplace;
- a description of the cost structure (i.e. will the product be competing on pricing or value, percentage of fixed costs vs. variable costs, economies of scale); and
- a description and rationale for anticipated revenue streams from resulting products (e.g. usage fees, sales of products, subscriptions, licensing, royalties).

A detailed breakdown of anticipated sales and market projections by product and customer should be provided.

Note: For R&D or Training projects information relating to the commercialization strategy is encouraged but considered optional. For commercialization projects the commercialization strategy is required. Template H can be used to outline commercialization information.

n) Key Performance Indicators – Metrics

The project undertaken should have identified positive outcomes that are clear and measurable. The application should reference the outcomes depending upon the type of project, how they will be tracked, and the numbers expected. Template E is to be used to identify the KPIs.

o) Other Key Considerations

The vision of the NCC is that the work carried out by the organization continues beyond the funds provided here and the cybersecurity projects and investments support inclusivity across all regions of the country. The submission should address the following:

- how does the project contribute to the principles of Equity, Diversity and Inclusion; and
- in what way does the project support the overall sustainability of the NCC network and growth of cybersecurity in Canada beyond the initial use of the requested funding.