

think8global

# Canada Start-Up Visa

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QUESTIONNAIRE

## LET'S BEGIN

The first step in our process to qualify for a Letter of Support and our Incubation services is for you to fill out our comprehensive Questionnaire.

It provides us with key insights about you and your business concept and helps us understand your commitment to create your new venture and make it happen.

The questionnaire will also help us understand how developed your idea is in its current form, and what remains to be worked on to create an innovative product or service that will generate employment for Canadians and has export potential.

# 1.YOUR PERSONAL INFORMATION

Family Name

Given Names

**As we'd like to use the most respectful language when addressing you, do you have a preferred name, title, or pronouns?**

Preferred name

Title

Pronouns

Email Address

Home Address

Unit / Apt#

City

State/Province

ZIP/Postal Code

Country/Region

## 2.YOUR PERSONAL BACKGROUND

We're committed to contributing to the diverse and inclusive community that is Canada. Therefore, we'd like to acknowledge the specific diversity of each member in our growing Think8 Start-Up Visa community.

What is your racial or ethnic heritage?

What is your primary language?

What is your country of origin?

From which country are you applying?

What is the highest level of education you have achieved?

Have you taken a language test from an approved agency?

If yes, please send your results along with this application.

YES  NO

**NOTE:** You must meet the minimum level of the Canadian Language Benchmark (CLB) 5 in either English or French in all of these four areas:

- speaking
- reading
- listening
- writing

### 3.THE 'WHO' OF YOUR COMPANY

#### ABOUT YOU

What is your position in the company?

Describe your skill sets and experience, including relevant start-up experience.

What industry do you presently work in?

- |  |   |
|--|---|
| <input type="radio"/> a. Agritech              | <input type="radio"/> g. Fintech                  |
| <input type="radio"/> b. IT including AR/VR/AI | <input type="radio"/> h. Food & Beverage          |
| <input type="radio"/> c. Cleantech             | <input type="radio"/> i. Hospitality              |
| <input type="radio"/> d. Consulting            | <input type="radio"/> j. Health Wellness & Safety |
| <input type="radio"/> e. Consumer Goods        | <input type="radio"/> k. HR                       |
| <input type="radio"/> f. Education             | <input type="radio"/> l. Other (Specify)          |

Are you the founder of the Company?

How many founders does your company have?

How did the founders get connected with each other to form this business?

Do you have personal mentors or consultants? What have you learned from them?

## YOUR TEAM

Please list all team members who will participate in the Start-Up program.  
(A maximum of five members)

Describe their roles and relevant experience.

# YOUR LEADERSHIP

How would you describe your leadership style?

Do you have short-term, mid-term, or long-term goals? What are they?

What is the perspective and/or mindset you hold that nurtures growth?

## 4.THE 'WHY' OF YOUR COMPANY

Why do you want to start and/or build this company?

What problem are you solving and for whom?

Can you state the mission or purpose of your company? Creating a Canadian subsidiary?

Beyond making money, in what way is this business personally meaningful to you?



## 5. THE CONCEPT DEVELOPMENT

At what stage is your business developed currently?

- a. Idea
  - b. Prototype
  - c. Minimum Viable Product
  - d. Pilot
  - e. Launched (Gross Revenue per month?)
  - f. Other (Specify, e.g. business operating elsewhere?)
- 

Can you elaborate on this phase of the development of your technology, product or service?

## 6.THE 'WHAT' OF YOUR COMPANY

Answering the following questions will depend on the level of development of your innovative idea.

What type of business are you building or operating? In what industry sector?

Describe the Product/Service

Do you have proof of concept? ie. Prototype or sales. (If "yes" please describe in full)

What is your value proposition (VP)?

Do you have a minimum viable product (MVP)?

How does your company seek to improve people's lives and/or the environment?

Is your product or service value clearly communicated and understood?

How is your idea/product or service innovative?

# THE END USER/CONSUMER

Who is your targeted public/consumer for your product or service?

Have you researched your ideal public/ consumer? If so, what have you determined?

Have you established a market validation for your product or service?

Can you start to sell right away? (If "yes", please explain how)

## 7.YOUR VIDEO PITCH

Please record a **60-second video** pitch of your business.  
This can be done on your phone.

Within your video, describe the problem you are solving,  
and the solution provided by your product/company.

Video must only present current team members.  
(Please submit in **mp4** format)



Please email the LINK to your VIDEO to  
**canadastartupvisa@think8.co**

**Note:** Videos sent without a LINK cannot be accepted.

## 8. THE 'HOW' OF YOUR COMPANY

Is this your first start-up?

YES  NO

If you answered 'no' please tell us about your prior start-up experiences.

How long have you been working on this business? (months, years)

How much total funding has your company raised to date? (Canadian currency please)

What is your percentage of ownership in this business?

List any Intellectual Property involved in your technology or company.

Can it be copied?

YES  NO

Do you fully own this technology and/or Intellectual Property?

YES  NO

Please explain your company's Intellectual Property ownership position.

Do you have a business plan?

YES  NO

Please describe any assistance you had with this application and your Business Plan.

Do you have audited financials for the past 2 years?

YES  NO

Do you have a Partnership Agreement or Shareholder's Agreement?

YES  NO

How do you plan on funding your business upon arriving in Canada?

Do you currently have financial backers/partners?

Do you have sufficient funds to live and operate in Canada?

For qualifying amounts, please scroll down to "Who Can Apply" at the following link: [CLICK HERE](#)

YES  NO

## 9.WHY CANADA

Have you ever applied to the Canada Start-Up Visa Program?

YES  NO

If "yes", please explain:

- a. A brief description of your idea
- b. Was the process stopped? Please give details.
- c. Were you refused? If yes, please explain the reason.
- d. How long ago did you apply?



Why do you want to start a business in Canada or expand your business into Canada?  
What are the advantages beyond your immigration goals?

Have you researched the competitive landscape of your product/service in the Canadian market?  
If yes, please outline what you have learned.

Have you decided where in Canada you wish to locate your Start-Up?

Do you plan to continue operating an existing business in your country? Explain.

When would you be ready to come to Canada?

Where would you like to reside/work once you arrive in Canada?

Please provide an address or city if you can.

Do you need office space for incubation?

Outside of Incubation, immigration, and living expenses etc., what amount in Canadian Funds are you bringing to Canada as direct investment capital for your Start-Up?

## 10.THE INCUBATION

Why are you interested in the **Think8 Global Institute** as your Designated Organization?

Are you aware of the full range of services we offer at the Think8 Global Institute?

YES  NO

If yes, please explain what you understand of our company:

What key areas do you wish to strengthen working with us?

## THANK YOU FOR ANSWERING OUR QUESTIONNAIRE.

Once complete, please email your questionnaire to:  
**[canadastartupvisa@think8.co](mailto:canadastartupvisa@think8.co)**

We look forward to reviewing your responses and getting back to you with our comments on this initial step in our qualifying process.