

# SABEX NEW PRODUCT OR SERVICE

## BACKGROUND INFORMATION

Application – Provide 3 complete copies including inserts.

Please submit completed application forms to **104-202 4<sup>th</sup> Ave N, Saskatoon, SK S7K 0K1**

Name of Company: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ Postal Code: \_\_\_\_\_

Telephone: \_\_\_\_\_ Facsimile: \_\_\_\_\_

Name of President: \_\_\_\_\_ Location of

Number of Employees: \_\_\_\_\_ Head Office: \_\_\_\_\_

In operation for \_\_\_\_\_ years in Saskatoon

Person to contact re this submission: \_\_\_\_\_

E-mail address of contact: \_\_\_\_\_

## DETAILS OF ACTIVITIES

### 3 Main Products or Services Offered

### Estimated % of Total Sales/Revenue

_____	_____ %
_____	_____ %
_____	_____ %

## ESTIMATED GEOGRAPHICAL DISTRIBUTION OF SALES

Saskatchewan \_\_\_\_\_ % U.S.A. \_\_\_\_\_ %

Other provinces \_\_\_\_\_ % Other countries \_\_\_\_\_ %

## VERIFICATION OF INFORMATION

Financial success is an important criterion in recognizing business excellence.

Finalists in various categories may be contacted by our independent advisors, Hergott Duval Stack & Partners, to provide certain financial data that would assist the jury in determining the financial stability of their business. All information is treated in a strictly confidential manner.

PLEASE ENCLOSE ANY RELEVANT DOCUMENTS (BROCHURES, FOLDERS, ANNUAL REPORTS, ETC) THAT THE COMPANY HAS PUBLISHED DESCRIBING ITS ACTIVITIES IN TRIPLICATE.

Please indicate if you require applications to be returned to you via courier following the event:

\_\_\_\_ Yes, I will pick up my application\*\* or Please return my applications by \_\_\_\_\_ (courier) at my cost.

Courier account # \_\_\_\_\_

\_\_\_\_ No, please destroy my applications

\*If the above portion is unmarked, applications will be destroyed on July 15<sup>th</sup> 2012.

\*\*If applications are not picked up by July 15<sup>th</sup> 2012, they will be destroyed

Authorized signature \_\_\_\_\_ / \_\_\_\_\_

Submitted by \_\_\_\_\_ Date \_\_\_\_\_

(All third party nominations must be approved by an authorized representative of the sponsored company)

**All applications must be submitted in full triplicate.**

**Submission Deadline: 5:00 pm – Wednesday, March 14<sup>th</sup>, 2012**

# SABEX NEW PRODUCT OR SERVICE

Application – Provide 3 complete copies including inserts.

Awarded to a Saskatoon region business demonstrating exceptional performance in launching a new Saskatchewan-made product or service in the last three (3) years, which is original and is currently available to consumers.

NAME OF COMPANY: \_\_\_\_\_

1. Describe the new product or service not previously existing, (specify Saskatchewan, Canadian or world markets) that was introduced by the firm in the course of the last three (3) years? What evidence is there that it is original or unique?
2. When was it launched? How long has the product or service been available to the market?
3. Describe the developmental stages you took.
4. Has a patent or trademark been acquired or applied for? If not, do you intend to make application for patent or trademark? If not, why not?
5. What portion of the products or services components is found in Saskatchewan?
6. How was the product or service identified as being potentially profitable?
7. Does it fill a need in the market?
8. What potential is there for market expansion?
9. Was the research done in house or contracted and why?
10. What are the forecast sales of the new product or service? What are these numbers based upon?
11. How significant are the sales of the new product or service relative to the firm and its marketplace? What percentage of the company's sales can be attributed to the new product or service?
12. What is the projected product life cycle and what proportion of sales do you expect the product or service to become?
13. What is your long term vision for the company?
14. Please provide any additional information to support your nomination i.e. articles, pictures of the product or service, letters from clients, product or service reports etc.

(PLEASE USE A SEPARATE SHEET OF PAPER TO ANSWER)

# SABEX NEW PRODUCT OR SERVICE

## Vignette Copy

(One copy per award application)

Please provide a single copy, 500 word summation describing the business, professional goals, and history in the community. This will be used for the vignette by CTV in the event that the applicant is designated as a finalist for this Award.

Name of Company: .....

Contact: ..... Position/Title: .....

Phone Number: ..... E-mail: .....

In an effort to retain the very high quality of this program, CTV as our top sponsor, has donated the writing time and filming crews to produce the vignettes used at our Gala. These vignettes are 'commercial' like descriptions of your business complete with on-site film footage of your company. In order to provide the CTV film and production crews with all the necessary information we ask that you submit a description (completely separate from your application) about your business, what you do, and how you do it. This is your opportunity to tell our community all about your products and services - as they relate to the category(s) you have applied in.

Once the finalists are announced at the Finalist Reception, a filming date will be booked by CTV with your company. All the finalists in each category have the opportunity to work with CTV. They will then combine the written copy you have provided with the film footage taken at your business - this *vignette* will be used at the Gala Awards Banquet to describe each of the finalists in all of the categories.

### Description of Business:

You may want to try to include answers to the following questions in your summation to help you get started in the writing process. These are aids only; feel free to describe your business with as much or as little detail as you are comfortable:

- How long has the company been established?
- What markets do your company cater to?
- What is unique about your product/business/company in the Saskatoon market?
- How and to whom is this product or service relevant?
- How do you get in touch with those that need your product or service?
- How and when was it developed, refined, marketed, mass produced, sold?

**Maximum of 500 words. Provide one copy upon submission of applications to the Greater Saskatoon Chamber of Commerce. Copy will be forwarded to CTV for possible vignette use.**

(PLEASE USE A SEPARATE SHEET OF PAPER TO ANSWER).

# SABEX NEW PRODUCT OR SERVICE

## Before you submit your application(s), please check the following:

- Have you answered all of the questions in each of the applications you are applying for to the best of your abilities and compared your answers to the judging criteria information?
- Do you have **3 complete copies** of each award category you are applying in? Including all back up materials?
- Is each application package a complete and separate package to be easily distributed to 3 different judges?
- Have you completed your vignette copy for each award category you are applying in? Have you included it in the appropriate packages?
- Are you aware of the important dates surrounding Celebrate Success! Awards and the announcements?
  - Applications are due no later than **Wednesday, March 14<sup>th</sup> 2012**
  - Finalists in each category will be announced at a reception for the applicants, sponsors and the media on **April 17<sup>th</sup>** - more details will follow.
  - Recipients will be announced at the Celebrate Success! Gala on **May 23<sup>rd</sup>** – more details to follow.

If you have any questions please contact your assigned mentor or Breanne Lishchynsky at Saskatoon Chamber of Commerce at (306) 664-0700 or [celebrate@saskatoonchamber.com](mailto:celebrate@saskatoonchamber.com)