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## OTS MARKET DEVELOPMENT – RESEARCH&DEVELOPMENT PROGRAM APPLICATION FORM

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### BACKGROUND

Ontario Tire Stewardship (OTS) is a not for profit corporation established under the Ontario Waste Diversion Act to implement and operate the Used Tires Program. The primary goal of OTS is to divert scrap tires away from burning and landfills and towards processing and higher value uses. In support of this objective OTS is implementing a Research & Development (R&D) program as part of its overall Market Development strategy to support projects that have the potential to support the growth of the markets for tire-derived products (TDPs).

For questions relating to this application, contact the OTS R&D Secretariat at [info@rethinktires.ca](mailto:info@rethinktires.ca).

For more information on OTS, please visit [www.rethinktires.ca](http://www.rethinktires.ca) or email [info@rethinktires.ca](mailto:info@rethinktires.ca).

### PROGRAM GUIDELINES

- ✓ Maximum OTS Funding Contribution per Project: \$250,000
- ✓ Project Duration: up to 24 months
- ✓ Any intentional contact by the applicant with the Technical and/or Financial Experts for the program will result in immediate rejection of the application.
- ✓ Expected Applicant/Industry/Partner Contribution: Minimum of 100% of requested OTS Funding
  - Can be an in-kind contribution (i.e. staff time, facilities, equipment, materials, etc.)
  - Can be a pooling of both Industry applicant AND other project partners
- ✓ Project Expense Area Limits:
  - Salary/Benefits\*: 50% of requested OTS funding, to a limit of \$100,000
  - Supplies/Materials: 50% of requested OTS funding, to a limit of \$100,000
    - *This refers to those supplies and/or materials utilized and/or consumed during the course of the project (i.e. raw materials, testing supplies, chemicals, gases, etc.)*
  - Services: 50% of requested OTS funding, to a limit of \$100,000
    - *This refers to services specific to, and required to complete the project (i.e. lab testing, installation, design, etc.)*
  - Capital Equipment: 50% of requested OTS funding, to a limit of \$100,000
    - Expenses must be limited to a pro-rated valuation based on the depreciation value over the duration of the project, and the % utilization of the capital equipment in this period (i.e. 18 month project with a \$20,000 depreciation over this period. Equipment was used one day out of five days, therefore can claim a capital equipment expense of:  $0.2 \times \$20,000 = \$4,000$ )
  - Fees\* (i.e. equipment and/or facility rental): 50% of requested OTS funding, to a limit of \$100,000
  - Major Subcontractors and Consultant Fees\*: 50% of requested OTS funding, to a limit of \$100,000
  - Other\* (please specify): 25% of requested OTS funding, to a limit of \$50,000

\* Note: OTS funding can only be applied to that portion directly associated with the execution of the project, and must be prorated as appropriate to reflect this. (i.e. equipment that is rented for 24 weeks, but only to be used for 6 weeks of work during the project must be presented as 25% of the actual rental cost)

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## APPLICATION FORM

Please fill out all sections of the application and email the completed document, along with the CV of key project personnel, to [info@rethinktires.ca](mailto:info@rethinktires.ca). If you have any questions, please contact [info@rethinktires.ca](mailto:info@rethinktires.ca).

### PROJECT APPLICANT

Applicant Organization:	
Contact First Name:	
Contact Last Name:	
Contact Title:	
Phone:	
Fax:	
E-mail:	
Address:	
City:	
Province/State:	
Postal Code:	

### PROJECT LOCATION

Where will the project take place?

City:		Province:	
Provide Details:			

### PROJECT PARTNER(S)

In addition to the project applicant, what organizations (universities, industry partners, end users, etc) are involved in the project as partners?

	Partner 1	Partner 2	Partner 3	Partner 4
<b>Organization:</b>				
<b>Contact First Name:</b>				
<b>Contact Last Name:</b>				
<b>Contact Title:</b>				
<b>Phone:</b>				
<b>Fax:</b>				
<b>E-mail:</b>				
<b>Address:</b>				
<b>City:</b>				
<b>Province/State:</b>				
<b>Postal Code:</b>				
<b>Description of Role as Partner:</b>				

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Provide complete project investment contribution (cash or in-kind) from all partners and all government funders.

Project Contributions	CASH	IN-KIND
<b>OTS (REQUESTED)</b>		
APPLICANT		
PARTNER 1		
PARTNER 2		
PARTNER 3		
PARTNER 4		
<b>TOTAL</b>		

Government Funder(s)	FUNDING	FUNDING STATUS (Check those that apply)		
(Insert Funding Details Below, add rows if necessary)		Applied For	Approved	Received
<b>TOTAL</b>				

TOTAL INVESTMENT	APPLICANT CASH	APPLICANT IN-KIND	PARTNER CASH	PARTNER IN-KIND	GOVERNMENT FUNDING
<b>TOTAL</b>					

**PROJECT OPPORTUNITY DESCRIPTION**

**Type of Application**

1.1) Under what type of application category does this product or technology fall? Select one.

Type of Application	Applicable? (Yes/No)	Description
Processing		
Manufacturing - Extrusion		
Manufacturing - Calendaring		
Manufacturing - Moulding		
Other		

**Need for New Solution**

1.2) Describe the technical problem, deficiency, opportunity, market or industry need that the proposed solution will address.

1.3) What is the current approach or accepted alternative(s) for dealing with the issue described above?

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**Proposed Solution to be Investigated**

1.4) Outline the proposed project and describe how it will directly provide or contribute to providing a solution to the issue outlined above.

1.5) Describe the competitive advantage this proposed solution will have in the marketplace. Include details on the advantages that this product or technology will have over competitors with respect to economic, environmental, social, and operational performance.

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**Commercialization**

1.6) What is the expected commercialization path for the proposed solution? For instance, commercialization could be achieved through direct commercialization via a participating partner company, licensing to third parties, establishment of a new start-up company, or by other means. Include details regarding how company growth will be supported by the establishment of supply chain, manufacturing capacity, distribution channels, customers, or other key aspects.

1.7) Describe what further steps are required to take the proposed process or solution to full commercialization. This may include technical development, proof of performance, financial requirements, management development, strategic partnerships, supply chain development, customer relationships, or other steps. Please present the steps using bullets.

1.8) What is the time required for the proposed solution to be market-ready once this proposed project is completed? Please note any additional activities that might still be required following the completion of this project and if additional support from OTS will be sought for those activities.

**Effect on the Market for Tire-Derived Products**

1.9) Describe the benefits (i.e. operational, economic, environmental, social, etc.) of the proposed solution to both the applicant and the industry.

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1.10) Describe how this proposed solution will increase the size of the market for tire-derived products and the use of Ontario crumb in higher-value applications.

**Uncertainties and/or Issues to be Addressed by the Proposed Project**

1.11) List and provide details on the primary uncertainties or issues that must be addressed to ensure this solution becomes fully commercialized. This may include technical, logistical, financial, market, regulatory, or other uncertainties.

1.12) Describe how the identified uncertainties and/or issues can affect the success of the proposed project.

1.13) Describe how the project team will deal with the uncertainties and/or issues identified above relative to the success of the project. Where possible, please directly make reference to the uncertainties and/or issues identified above.

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### PROJECT TIMELINE AND DURATION

Provide a detailed project timeline that describes all of the steps required to proceed from project initiation to successful conclusion of the project. It should include key milestones throughout the project and address all technical and non-technical challenges addressed above. When setting the dates for the project, please consider that approval of OTS funding may take 3 to 6 months from the application submission deadline.

Task/Milestone Description	Expected Outcomes	Start Date	End Date	Resources Required (i.e. staff, consultants, materials, equipment)

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**PROJECT TEAM**

Provide a breakdown of key project team members from all project partners. Include:

- % time contribution (i.e. 40% means average of 2 days per week)
- Append biographies for personnel in key positions (include project relevant experience)

FULL NAME	ORGANIZATION	PER CENT OF TIME	
		Yr 1	Yr 2
<b>Team</b>			
<b>Project Leader</b>			
<b>Key Personnel from Applicant and Partner Organizations (Public and Private)</b>			



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### PROJECT EXPENDITURE BUDGET

Provide a detailed budget for the proposed project.

Salary/Benefits (by employee)	Type of Expenditure (Cash or In-Kind)	Year 1	Year 2	TOTAL	Percentage of Total Expenditure Covered by OTS Funding
<b>Subtotal</b>					
Expenses *	Type of Expenditure (Cash or In-Kind)	Year 1	Year 2	TOTAL	Percentage of Total Expenditure Covered by OTS Funding
Supplies/Materials					
Services					
Capital Equipment					
Fees (i.e. rental)					
Major Subcontractors and Consultant Fees					
Other (please specify)					
<b>Subtotal</b>					
Other Misc (specify)					
<b>TOTAL</b>					

\* **NOTE:** OTS FUNDING CAN ONLY BE APPLIED TO THAT PORTION OF EXPENSES DIRECTLY ASSOCIATED WITH THE EXECUTION OF THE PROJECT, AND MUST BE PRORATED AS APPROPRIATE TO REFLECT THIS. (I.E. EQUIPMENT THAT IS RENTED FOR 24 WEEKS, BUT ONLY TO BE USED FOR 6 WEEKS OF WORK DURING THE PROJECT MUST BE PRESENTED AS 25% OF THE ACTUAL RENTAL COST)

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**PROPOSED FUNDING SCHEDULE**

Provide an outline of the requested funding schedule, tied to key project milestone points. Please ensure milestone descriptions match those presented in “Project Timeline and Duration”.

Milestone Description	% Funding Request	Funding Request