

## CLIENT INTAKE QUESTIONNAIRE

All requests for Link North client services or access to the BOOST program must be made through our online client intake questionnaire at [www.linknorth-nord.ca](http://www.linknorth-nord.ca). This PDF document serves only to provide an oversight of all possible questions included in our intake process, and can be used to help you collect and prepare your information prior to entering your responses.

Please note that an entry may not be required for every question depending on previous responses. Instructions are included in the right column where this is the case.

For any clarification regarding this questionnaire, please forward to [info@linknorth-nord.ca](mailto:info@linknorth-nord.ca) or contact us at 705-269-1354.

### Personal Contact Information

1. Person name
2. Position
3. Email address
4. Confirm email address
5. Personal telephone number

### Stage of business development

- |   |  |
|---|--|
| 6. Is the business registered?  | <input type="checkbox"/> Yes – if selected, skip to Q. 8<br><input type="checkbox"/> No  |
| 7. How long have you been working on this venture?                                | If answered, skip to Q. 22   |
| 8. Month and year business was registered   |  |
| 9. How long has your business been in operation with consist and ongoing revenue? | <input type="checkbox"/> Pre-revenue<br><input type="checkbox"/> 0 - 6 months<br><input type="checkbox"/> 6 - 12 months<br><input type="checkbox"/> 12-18 months<br><input type="checkbox"/> > 18 months |

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### Business Information

10. Business structure
- Corporation - federal (Canada)
  - Corporation – Ontario
  - Corporation - other jurisdiction - please specify:
  - General partnership – if selected, skip to Q. 14
  - Limited partnership – if selected, skip to Q. 14
  - Sole proprietorship – if selected, skip to Q. 14
11. Corporation number
12. Month and year of incorporation
13. Legal business name
14. Business operating name
15. Business address
16. Business phone number
17. CRA 9-digit business number - if you do not have account, please leave blank
18. Business website
19. Facebook page for your business
20. Instagram for your business
21. LinkedIn Page for your business
22. Which sector does your venture/business belong?
- Agrifoods
  - Information technology
  - Health sciences
  - Value-added forestry products or services
  - Clean technologies
  - Mining and industrial services
  - Advanced manufacturing
  - Other - please specify:

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### Business Value Proposition

- |   |               |
|---|---------------|
| 23. Please describe the products and services that you offer, or plan on offering.                          | 50 words max. |
| 24. Please describe the need or problem these products and/or services fulfill or solve for your customer.  | 50 words max. |
| 25. What are the top 3 benefits of your product and/or service, or business idea?                           | 100 words max |
| 26. Please describe the profile of your target customer.  | 100 words max |
| 27. Please describe the direct and indirect competitors for your product and/or services, or business idea. | 100 words max |

### Founding Team

- |  |  |
|--|--|
| 28. Number of founders on your team:   |  |
| 29. How many are currently 39 years of age or younger?   |  |
| 30. How many are women?  |  |
| 31. How many are francophone?  |  |
| 32. How many are indigenous?   |  |
| 33. Tell us about you and your team, your backgrounds (education and work experience) and any previous startup experience. |  |

## CLIENT INTAKE QUESTIONNAIRE

### Traction

34. If in operation for less than 6 months, how much have you raised and/or invested into the business to date?

Dollar amount, whole number  
If not applicable, enter 0.

Personal \$ invested:  
Family & friends \$ invested:  
Government funding \$ raised:  
Private investment (VC, angel and other) \$ raised :

35. What is your revenue for the last twelve months? Enter 0 if pre-revenue.

Dollar amount, whole number

36. What is your revenue for the last three months? Enter 0 if pre-revenue.

Dollar amount, whole number

37. How many paid employees do you have?

38. How many unpaid employees do you have (including founding team members)?

### Business Challenges and Goals

39. What challenges is your venture/business currently facing? Check all that apply.

- Business strategy/planning
- Funding/Financing
- HR/Hiring
- Legal/IP
- Product Development
- Marketing
- Sales - Customer Acquisition
- New Market Development
- Other - please specify:

40. Please elaborate on your top challenges (maximum of 3).

41. What are your business goals for the next 12 months?

## CLIENT INTAKE QUESTIONNAIRE

### Your Project

42. What stage best describes the current project for which you are seeking Link North's services or support?

- I have an idea for a business or for an innovative product/service/process, with limited research and development completed.
- I have an initial idea or design for a product/service/process with little to no research and testing.
- I have an initial model or prototype with some testing completed.
- I have a model or prototype that is near desired configuration, and need assistance with further/formal testing and design work before commercializing.
- I have a model or prototype ready for market and need assistance with commercialization and/or starting my business.
- My business has been start with 0 to 12 months of operations, and I need assistance with building revenue streams and a customer base.
- My business is growing, and looking to: enhance work processes, competitiveness and/or integrate new technologies in operation; target new markets outside northeastern Ontario; and/or, diversify offering to address gaps in northeastern Ontario and/or pursue other opportunities.

43. Have you accessed the services of other organizations for this project or goal? Check all that apply.

- Small Business Enterprise Centre (SBEC) - The Business Enterprise Centre, Enterprise Temiskaming
- Community college - Northern College Innovation Hub, Research and Innovation Boreal, Cambrian College
- iCamp
- MaJIC
- NEONet
- Other RIC - Norcat, iion, SSMIC, NWOIC, etc
- NRC-IRAP
- Canadian Intellectual Property Office (CIPO)
- Other - please specify:
- Not applicable – if selected, skip to Q. 45

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44. Please provide details of work in progress or completed with this/these organization(s). If CIPO's services have been accessed, please also indicate the status of your application if applicable.

45. Were you referred to Link North?  Yes - please specify by which organization:  
 No

46. Please provide any additional information not already provided that you feel is relevant to this questionnaire.