**Canada’s Ocean Supercluster (OSC) Ocean Observation 2025 Call for Proposals**

**EXPRESSION OF INTEREST (EOI) TEMPLATE**

**The Ocean Observation 2025 Call EOI submission deadline is Monday, September 29, 2025, 2:00 PM ADT** | **2:30 PM NDT** | **1:00 PM EDT** | **12:00 PM CDT** | **11:00 AM MDT** | **10:00 AM PDT,** Expressions of interest received after the deadline stated will not be processed. A complete EOI submission (this completed template and Excel budget template) must be submitted by email to:oceanobs@oceansupercluster.ca

Please send inquiries to oceanobs@oceansupercluster.ca

**PART 1 – INSTRUCTIONS**

Canada’s Ocean Supercluster’s is dedicated to identifying, supporting, and amplifying projects that offer tangible and scalable ocean solutions that support the goals of [Ambition 2035](https://oceansupercluster.ca/wp-content/uploads/2022/12/EN_OSC-Ambition-2035.pdf).

This EOI template is to be completed by project teams applying to the Ocean Observation 2025 Call for Proposals.

Lead Applicants must submit this EOI template in accordance with the Ocean Observation 2025 Call for Proposals Guidelines and other program guidance documents located on the [program webpage.](https://oceansupercluster.ca/ocean-obs/)

Please complete all required fields and answer every question in Part two, three, and four. Do not alter the EOI template format or text. Images must be positioned within existing page margins. The OSC reserves the right, in its sole and absolute discretion, to disqualify incomplete EOIs and EOIs that are received after the EOI submission deadline.

Canada’s Ocean Supercluster will use information submitted in this EOI for the purpose of considering whether the proposed project meets the requirements of the Ocean Observation 2025 Call and to make an evaluation about whether the applicant will be invited to submit a full proposal. All project evaluators are required to sign a non-disclosure agreement and the OSC’s Conflict of Interest Policy.

For clarity and to assist with the completion of this section, the following definitions have been provided:

**“Lead Partner”** means the organization leading the project proposal application process and the OSC’s main point of contact and, if successful, the organization that ultimately becomes the **“Lead Partner”** to the Project Agreement responsible for overall management of the project. All Lead Applicants must meet the definition of “Industry Match Contributing Organizations.”

“**Partner**” means an organization that is seeking matched funding from the OSC and who is signing onto the Project Agreement and includes the Lead Partner but excludes the OSC. Prior to becoming a Partner to the Project Agreement, an organization must be or become a member of the OSC. All partners must meet the definition of “Industry Investing Organizations.”

“**Collaborator**” means an organization that is not a signatory to the project agreement and is not seeking matched funding from the OSC, but (1) is included in a project work plan and is responsible for project activities outlined in a project proposal, or (2) is making a non-matched in-kind contribution to a project that enables completion of project activities. All Collaborators must submit a Collaboration Letter in the form prescribed by the OSC to be accepted as such.

“**Subcontractor**” means an organization that signs a separate agreement with a Partner to perform some portion of the Partner’s work under the Project Agreement. A subcontractor cannot sign the Project Agreement and is generally paid for their performance by a Partner. A subcontractor may be a Collaborator.

“**Funder**” means an organization committed to providing non-matched funding to the Project that is not a signatory to the project agreement.

# “**Industry Investing Organizations,**” as defined by Government, means entities with operations in Canada whose contributions towards Eligible Costs qualify as Industry Matching Funds include (a) for-profit organizations; (b) not-for-profit organizations that facilitate and fund research and development on behalf of the ecosystem and whose funding and/or revenue is received primarily from private-sector or industry organizations; (c) non-federal Crown corporations whose funding is derived from commercial activities; and (d) Indigenous organizations.

# **“Non-Investing Contributing Organizations”,** as defined by Government, means entities whose contributions do not qualify as Industry Matching Funds include: (a) not-for-profit organizations not within the scope of Industry Match Contributing Organizations; (b) federal Crown Corporations; (c) post-secondary institutions; and (d) federal, provincial-territorial or municipal government sources.

#  **PART 2 – PROJECT KEY INFORMATION**

|  |  |
| --- | --- |
| **Project Title** The name of your project should be easy to understand and a maximum of 5 words |   |
| **Project Start Date**  | Year/Month/Day |
| **Project Duration** |  # months |
| **Project End Date** End date must not exceed the funding end date, of October 31st, 2027 |  Year/Month/Day |
| **Project Location** City, Province/Territory |  |
| **Project description** Must be fewer than 100 words |  |

*\*For all Partners and Collaborators: Organization Type (Can also be referred to for the other partners and/or collaborators): Fo-profit - Small (0 – 99 employees); For-profit - Medium (100 – 499 employees); For-profit - Large (500+ employees); Post Secondary Institution; Research Institution; Not-for-profit; Provincial government; Provincial government (Crown corporation); Federal government (Crown corporation); Other Federal government; Indigenous organization*

# **PART 3 – PROJECT TEAM**

**Projects must demonstrate they are collaborative by meaningfully including two (2) or more** [**Industry Investing Organizations**](file:///C%3A/Users/PaddyMoore/AppData/Local/Temp/ac6fb531-38d8-45f9-8dfa-d381f2375f08_OneDrive_1_2024-06-14.zip.f08/Industry_Investing_Organizations#_)**, at a minimum. No more than 80% of matched industry contributions (cash or in-kind) shall come from one Project Participant; the remaining 20% must come from a cash and/or in-kind contribution from additional Project Participant(s). This means all Projects must have a minimum of two (2) Participants as signatories to the Project Agreement.**

|  |  |
| --- | --- |
| **Lead Partner** **Organization Name** |   |
| **Lead Partner** **Contact Name** |   |
| **Lead Partner** **Contact Email** |  |
| **Lead Partner Website** |  |
| **Organization Type\*** |  |
| **Registered Name** *(doing business as, if different)*  |   |
| **Lead Partner Province of Incorporation or primary Province of operations** |   |
| **Organization Type\***  |  ☐​ For-profit organization (Small, 0-99 employees) ​​☐​ For-profit organization (Medium, 100-499 employees) ​​☐​ For-profit organization (Large, 500+ employees) ​​☐​ Not-for-profit organization that facilitates and funds research and development on behalf of the ecosystem and whose funding is received primarily from private-sector organizations ​​☐​ Non-federal Crown corporation whose funding is derived from commercial activities ​​☐​ Indigenous Organization  |
| **Ownership Structure** I*s* the organization a subsidiary?  | Yes or No. If yes: 1) what is the name of the parent organization, and 2) in what jurisdiction and under what legislation is the parent organization registered)  |
| **Description/Summary** *(50 words or less to describe the lead partner organization)*  |  |
| **Diverse Member?**An organization having a primary strategic focus on supporting diverse and inclusive values that can be leveraged in this project, or companies that are majority-owned by person(s) representing an Indigenous or underrepresented group. | Yes or No *(further details may be required at the proposal stage)* |

# **The project must include at least two Industry Investing Organizations, including the lead above. Please repeat the table below for any additional Industry Investing Organizations.**

|  |  |
| --- | --- |
| **Partner** **Organization Name** |   |
| **Partner** **Contact Name** |   |
| **Partner** **Contact Email** |  |
| **Partner Website** |  |
| **Organization Type\*** | ​​☐​ For-profit organization (Small, 0-99 employees) ​​☐​ For-profit organization (Medium, 100-499 employees) ​​☐​ For-profit organization (Large, 500+ employees) ​​☐​ Not-for-profit organization that facilitates and funds research and development on behalf of the ecosystem and whose funding is received primarily from private-sector organizations ​​☐​ Non-federal Crown corporation whose funding is derived from commercial activities ​​☐​ Indigenous Organization  |
| **Registered Name** *(doing business as, if different)*  |   |
| **Partner Province of Incorporation or primary Province of operations** |   |
| **Organization Type\***  |   |
| **Ownership Structure** I*s* the organization a subsidiary?  | Yes or No. If yes: 1) what is the name of the parent organization, and 2) in what jurisdiction and under what legislation is the parent organization registered)  |
| **Description/Summary** *(50 words or less to describe the lead partner organization)*  |  |
| **Diverse Member?**An organization having a primary strategic focus on supporting diverse and inclusive values that can be leveraged in this project, or companies that are majority-owned by person(s) representing an Indigenous or underrepresented group. | Yes or No *(further details may be required at the proposal stage)* |

# **Collaborators to the Project (Non-Investing Contributing Organizations not eligible for matched funding±):**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Organization Name | Contact Name | Contact Email | Organization Type \* | Organization Website | Diverse Member? |
|  |  |  |  |  |  |
|  |  |  |  |  |  |
| Add row |  |  |  |  |  |

***±****Per the guidelines, this includes: Not-for-profit organizations not within the scope of Industry Match Contributing Organizations; Federal Crown Corporations; Post-secondary institutions; and Federal, provincial-territorial or municipal government sources.*

As part of the evaluation process, please be advised the OSC may contact the Partners or Collaborators noted above to confirm they are aware of this process.

# **Preliminary Budget** Applicants must complete and submit one consolidated EOI budget template found on the program [webpage](https://oceansupercluster.ca/ocean-obs) with this completed application. Please ensure you have sufficient industry contributions listed for the ask you are making of Canada’s Ocean Supercluster and that each industry partner is listed by their organizational name reflected in the table above. Additional details can be found in the Ocean Observation 2025 Call for Proposal guidance document posted on the program site.

# OSC Industry membership ecosystem cash contributions are not included in the figures in the budget template. For more info on membership, please visit: <https://oceansupercluster.ca/members/>

# **PART 3 – QUESTIONS AND RESPONSES**

**Please answer every question.**

**To support a comprehensive evaluation by our diverse panel of experts, please provide a clear and detailed answer to each question. While reviewers bring deep expertise in their respective areas, they may not be familiar with every aspect of your proposal, so clear communication is essential to ensure an accurate assessment and improve your project’s chance of advancing.**

# Describe the new products, services, or innovations this project will create. Include any diagrams or visuals that help explain the concept or outcomes. (500 words max)

# Please very clearly and succinctly describe the project in non-technical terms. (500 words max)

# How is it innovative, and how does it improve or replace current methods or technologies in the ocean sector? (500 words max)

# The project must align with the themes outlined in [Ambition 2035](https://oceansupercluster.ca/ambition-2035/). Please explain how the project aligns with Ambition 2035 themes and will contribute towards growing Canada’s ocean economy. (500 words max)

# Define your target markets, both in Canada and globally. Describe the Total Addressable Market (TAM), Serviceable Available Market (SAM), and Serviceable Obtainable Market (SOM), if known. What competitive advantage does your solution offer?  (500 words max)

# How does your project align with current or future regulations, policies and public perception considerations? Are there other potential barriers to the technology development or adoption? Identify any known risks (technical, market, operational, etc.) and how you plan to mitigate them. (500 words max)

# What short-term ROI and long-term revenue potential do you expect from this project? How does the solution align with your company’s growth strategy and commercialization plans? (Max 500 words)

# Please describe the skills and expertise within the project team that are directly relevant to the successful execution of this project, particularly how the team's capabilities will drive innovation and achieve the project's goals. This should also define the role and involvement of each project partner and the skills and expertise they bring to this project. Describe any current gaps in your project team. (500 words max)

# How will the product or service be delivered and sold? Describe your supply chain, value chain, and any sales or distribution plans in detail.

# Identify the end-users and customer groups who will pay for the products/services developed from this project. Explain how you've determined their interest and need for this solution. Describe how are they are/will be engaged in this project. (500 words max)

# Who are the competitors for this and how will you differentiate your solution from competitors? What value does your solution deliver that will compel customers to choose your solution? (500 words max)

# Provide a high-level overview of your proposed workplan. Include major work packages, deliverables, key milestones, and the expected project duration. (The example within the <> is for illustrative purposes)

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| WP | Work package Activity | Start | End | Associated Milestone/Deliverable | Partner/Collaborator Responsible |
| <WP1>  | <Data labelling>  | <Dec-01-2025>  | Feb-01-2026>  | <Label 10,000 images with a minimum 95% accuracy rate, validated through a quality assurance review process>  | <ACME> <TECH PARTNER>  |
| <ADD ADDITIONAL ROWS>  |  |  |  |  |  |

# Why is OSC funding needed to support this project? Why would this project not have occurred, or not have impacted Canada’s ocean economy and community positively in the absence of OSC funding? (500 words max)

# The OSC is committed to the building of talent development and job creation. This includes a diverse, equitable, and inclusive talent pipeline that fosters career growth for minority groups. How will this project contribute to a more inclusive and equitable ocean economy? Describe your approach to building a diverse team and supporting the inclusion of underrepresented groups, including Indigenous Peoples. (500 words max)

# What is the expected economic impact of your project? How will it benefit your company and others in the Canadian ocean innovation ecosystem (e.g., jobs, partnerships, capabilities)? (500 words max)

# Are there any capabilities, partners, or resources you are still seeking to strengthen your project? If yes, please describe. Please use this space to identify and describe any additional capabilities and types of partners that you are seeking in relation to this project (specialized industrial capability, innovation capability, research capability, talent, leadership, facility and testing access, etc.).

# **PART 4 – CHECKLIST**

Projects must satisfy all the following criteria to be considered eligible. At the Expression of Interest stage, applicants must demonstrate a clear pathway to meeting each requirement. **Please review the criteria and check each box to confirm your project meets the required conditions.**

|  |  |
| --- | --- |
| ☐ | Understand that OSC will reimburse up to a maximum of 42% of eligible project costs.  Please review: [Eligible cost guidelines](https://oceansupercluster.ca/wp-content/uploads/OSC-Cost-Eligibility-Guidelines_202504_EN.pdf) and [Travel policy](https://oceansupercluster.ca/wp-content/uploads/Travel-and-Expense-Policy-for-Project-Participants_EN_202504.pdf).  |
| ☐ | Have a minimum OSC contribution of $336,000 with a minimum total project value of $800,000 |
| ☐ | Each project investing team member will contribute 12.75% of their OSC reimbursement to ecosystem building activities. |
| ☐ | Have a project ending by or before October 31, 2027. |
| ☐ | An ocean innovation project that aligns with [Ambition 2035](https://oceansupercluster.ca/wp-content/uploads/2022/12/EN_OSC-Ambition-2035.pdf) goals. |
| ☐ | Have the financial resources in place to cover project costs upfront, with the understanding that OSC funding is reimbursed and cannot be stacked with other funds.  |
| ☐ | Have a project that is incremental in nature and builds upon current ecosystem capacity. |
| ☐ | Have a minimum of two project partners who are eligible Industry Investing Organizations and OSC members by the proposal submission deadline. |
| ☐ | Have a clear plan that describes how the project will be executed and how it could continue beyond the planned funding period. |
| ☐ | Have a breakdown of all associated costs and funding commitments, including OSC’s contribution. |
| ☐ | Have clearly defined and measurable collaborations amongst all project delivery agents and other partners. |
| ☐ | Will have tangible support from the private sector (eg. Collaboration letters, project participation, investment and/or other meaningful ways that can be clearly demonstrated during the proposal phase). |
| ☐ | Have reviewed Appendix A in the Call Guidelines and understand proposal requirements if successful in the EOI stage. |
| ☐ | Have existing organizational Diversity, Equity & Inclusion (DEI) policy from the Lead partner or project partner(s) or are able to provide a comprehensive Project Diversity Statement in the proposal phase. |
| ☐ | Email completed EOI Word template and Excel budget to oceanobs@oceansupercluster.ca by **Monday, September 29, 2025, 2:00 PM ADT | 2:30 PM NDT | 1:00 PM EDT****12:00 PM CDT | 11:00 AM MDT | 10:00 AM PDT** |