



RBC Generator Fund Application

Eligibility Criteria

RBC is looking to invest in Canadian, private, early-stage for-profit businesses that are generating revenues or profits (or funds that invest in these types of businesses) that are engaged in the following sectors:

- Clean energy
- Water
- Youth
- Employment

The RBC Generator Fund will not be able to invest in publicly-traded companies, academic groups, foreign subsidiaries or importers.

Should you have concerns about your eligibility, please contact us at socialfinance@rbc.com.

Step 1:

Please complete the online application form below if you are interested in funding your organization.

The below will allow you to tell us about your organizational needs and current standing. Upon receiving your expression of interest, we will review and return to you within five business days.

Before completing the below document, please review the eligibility criteria to ensure your organization fits with our investment strategy.

Step 2:

Should your venture meet all of the RBC criteria, you will be contacted by RBC and asked to provide additional documentation, including a business plan or prospectus, and financials (historical and pro forma). Based on the stage and needs of your venture, RBC will either suggest that you run through its boot camp program or continue to work with you in order to learn more about your business.

More details on the bootcamp can be provided at a later date.

Step 3:

Once RBC understands your business, and is interested in helping you succeed, we will attempt to work with you to develop a plan, identify key resources and provide financing.

Step 4:

Should you obtain financing from RBC, we will continue to support your development over the life of our investment, utilizing quarterly meetings, annual reviews, financial reviews and social and environmental impact reviews.



Company contact information

How did you find out about us?

Please select...

- RBC Client
- RBC Website
- RBC Event
- Government
- External Event
- Social Finance Event
- Investor/VC
- Academia
- Innovation Centre
- Social Media
- Other: _____

Company Name: _____

Contact Name: _____

Phone: _____

Street Address: _____

City: _____

Province: _____

Postal Code: _____

Website URL: _____

Company Type

- For Profit
- Non-Profit

Select the sector that best fits your venture

- Clean Energy
- Water
- Youth
- Employment

When did you start working on the idea? _____



If your company is a subsidiary of another, please provide the parent company name:

Company Overview

How many are on your team? _____

Team Leader's Name: _____

Team Leader's Job Title: _____

Team Member Name: _____

Team Member's Job Title: _____

Team Member Name: _____

Team Member's Job Title: _____

Give us your 30 second elevator pitch.



Tell Us About Your Business Model

What is your Value Proposition?

What customer problem are you solving?

Who are your customers?



What is your solution to your customer problem? Please explain your products/services

What is the market opportunity?

How many competitors do you have?



What is your competitive advantage?

What is your sales/marketing strategy?

What does production look like?



What does distribution look like?

What does your revenue model look like?

What kind of traction do you have (customers, users, etc.)?



If you are earning revenue, tell us how much you earned last year: _____

What does your cost structure look like (COGS, SG&A, D&A)?



Social and Environment Impact

Please describe the social and environmental mission and vision of your business

Please describe the impact strategy of your business.

What sectors, markets or clients are you aiming to positively impact? How?



Are you using any third party to track, manage or assess the social and environmental impact of your business? (i.e., B Corp, Fair Trader Certification, etc.) Please outline.



Product/Service Details

What development stage are you in?

- Idea
- Under development
- Proof of Concept
- Product in Testing
- Minimum Viable Product in Market
- Later: Earning Profit

Do you have any patents?

- Yes
- No

Do you have any proprietary intellectual property?

- Yes
- No

Describe your IP and patents.

Goals and Milestones

Please list the major goals that have been achieved.



Please describe your 6 month goal(s).

Please describe your 12 month goal(s)

Please describe your 18 month goal(s)



Challenges and Assistance

Please describe particular challenges that you are currently facing.

Would your business benefit from RBC advisors? What additional support would you find most useful?



Funding Details

If you have raised capital, please tell us how much since inception: _____

How much are you currently seeking to raise? _____

What type of financing do you think would be most beneficial?

- Debt
- Equity

Where will RBC financing be used?