



IGNITE FUND APPLICATION GUIDELINES

Overview

The Ignite Fund supports GBC employees engaged in original research and innovation activities. The application and review process is designed to be transparent and equitable. In order to qualify for review, all applications must meet the eligibility requirements outlined in these guidelines. Provided that they are eligible, all applications go through a competitive review process.

The demand for funds exceeds the total budget allocation for the Ignite Fund. As a result, not all applications that meet the requirements for submission are guaranteed funding. All applicants will receive feedback on their application, regardless of whether or not the application is successful.

For additional information about the Ignite Fund, contact Dr. Eva Aboagye, Program Manager at eva.aboagye@georgebrown.ca.

Important Dates

Application Deadline	8:00am on September 16, 2019
Available Funding	Up to \$15,000 per project
Funding Decision	October 1st, 2019
Release of Funds	January 2nd, 2020
Funding Period	Up to one year

Eligibility

1. The Principal Investigator must be a GBC employee. This includes all full- and part-time faculty members, staff and administrators.
2. Eligible co-investigators include other GBC employees who are directly involved with the project. Individuals external to the GBC community should be listed as partners.
3. An applicant may only be listed as Principal Investigator on one project at a time.
4. An applicant may be listed as a co-investigator on multiple applications at a time. If an applicant is listed as co-investigator on multiple projects, they should be prepared to justify how they will manage the time commitments of the proposed projects in addition to their primary responsibilities as a GBC employee. Involvement in multiple projects during the same funding period must be specifically approved in writing by the applicant’s Chair or manager.
5. Research activities for academic credit and/or academic credentials (i.e. Masters or PhD thesis research) are not eligible for Research & Innovation funding.
6. Applicants who have received other Research & Innovation funding but have not submitted project completion requirements by the deadline specified in their award letter are not eligible to apply for additional funding until the outstanding requirements have been submitted.

7. Applications recommended for funding must receive final approval from the applicant's Chair or manager and the Director of Research & Innovation prior to any funds being released.

Application Process

The completed application, including all required approvals and attachments, must be submitted as one PDF document in order to qualify for review. Incomplete applications will not be accepted.

An application is considered incomplete until approval has been granted by the applicant's Chair or manager. Applicants are strongly encouraged to plan accordingly in order to ensure that they have enough time to get Chair/manager approval prior to the application deadline.

Selection Criteria

Potential applicants are encouraged to discuss their application ideas with their Chair or Manager and a Research & Innovation staff member prior to starting an application. All applications will be ranked by a review panel. Final funding decisions will be approved by the Director of Research & Innovation and relevant academic Chairs/managers. Funds are awarded based on the merit of the application relative to the funding criteria, the number of applications received in a funding period, and the total annual Ignite Fund budget.

Applications are evaluated based on the following criteria.

Potential impact of anticipated outcomes	Proposals should be focused around a clearly defined innovation or research problem and define a measurable outcome. Applications must demonstrate the value of the anticipated results of the project, highlighting any relevance to individuals both at GBC and external to the GBC community.	30%
Ability	The applicant must have the expertise and experience to successfully accomplish the proposed objectives. It is expected that the proposed project is related to the applicant's area of expertise and/or will improve their reputation within their academic and/or professional field.	20%
Student Involvement	Applications should clearly demonstrate the nature of student involvement in the proposed project and the ways in which students will both contribute to and benefit from the proposed project.	20%
Alignment with Research & Innovation Exchanges	Proposals should align with at least one of GBC's Research & Innovation Exchanges which serve as a catalyst for innovation, bringing together education, partnerships, entrepreneurship, and investment. These include: Community & Culture (CCx), Digital Experience (DEX), Fashion (Fx), Food & Beverage (FBx), Health & Wellness (HWx), Product Development (PDx), Smart City (SCx), and Teaching & Learning (TLx).	10%
Interdisciplinary Collaboration	Where possible, proposals should leverage the breadth of expertise in the GBC community to contribute towards building and sustaining strong, interdisciplinary, collaborative research programs.	10%
Quality of partnership(s)*	High quality partnerships with individuals and organizations external to GBC provide experiential learning experiences for students. Partners must both contribute to and benefit from the proposed project; they must be actively engaged in the project and have a	10%

	demonstrated need for the anticipated project outcomes. Elements of partner engagement and need should be specific and measurable.	
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NOTE: An individual cannot play the role of both applicant and partner. If an individual stands to personally benefit from the potential outcome of a project, they cannot be the applicant. Personal benefit may arise from interpersonal relationships, financial partnerships, other economic interests, academic interests, or any other incentive that may compromise the integrity of the project. A description of any relationship or partnership that could possibly result in personal benefit must be disclosed within the application.

Appeals of Funding Decisions

The Office of Research & Innovation strives to provide equitable and consistent treatment of applications in accordance with program objectives, selection criteria and available budget. The appeal process provides applicants with the opportunity to seek reconsideration of a funding decision where evidence suggests that a procedural error occurred during the review of the application. An appeal of a funding decision must be based on a compelling demonstration of a procedural error in the review of the application. An appeal process does not entail a re-assessment of an application. Decisions made by the Director of Research & Innovation on appeals are final.

Funding Administration and Disbursement

The Office of Research & Innovation is responsible for the administration of funds. Release of funds is conditional on a fully executed Project Agreement, continued employment at GBC; Research Ethics Board approval (if applicable); institutional approval to conduct research at GBC (if applicable); and/or the approval of any other regulatory bodies or organizations (if necessary).

Reporting Requirements

Successful applicants will complete and sign a Project Agreement that defines the scope, critical path, regular progress updates, and deliverables for the project. The Project Agreement must be signed by all parties before funding can be released and the project can begin. The Principal Investigator is required to submit signed agreements and onboarding documentation within 30 days of receiving the funding approval letter.

If an applicant misses scheduled project updates in a row they will be prompted with a reminder. If an applicant misses three deliverables in a row, they will be required to meet with their Chair or manager, the Director of Research & Innovation and their Research & Innovation Program Manager to discuss and revise the Project Agreement.

Upon completion of the project, the applicant will be required to submit a short final report and participate in a brief student-led interview about their project. Final reports must be submitted within 30 days of the project completion.

Applicants who have received any Research & Innovation funding of any type but have not submitted project completion requirements by the deadline specified in their award letter are not eligible to apply for additional funding until the outstanding requirements have been submitted.

APPLICATION FORM

Title

The title should clearly identify the focus of the project and be written in plain language.

Proposed Budget Summary

These numbers should match the total in the proposed budget attachment.

Principal Investigator Information

This is the GBC employee responsible for all aspects of the study, including providing guidance to Student Researchers, completing reports and managing study-related expenses. All correspondence from the Office of Research & Innovation will be directed to the Principal Investigator.

An individual cannot play the role of both Principal Investigator and partner. If an individual stands to personally benefit from the potential outcome of a project, they cannot be the Principal Investigator. Personal benefit may arise from interpersonal relationships, financial partnerships, other economic interests, academic interests, or any other incentive that may compromise the integrity of the project. A description of any relationship or partnership that could possibly result in personal benefit must be disclosed within the application.

Project Team Information

The project team may include other GBC employees who are directly involved with the project. List each of these people below, including their name, title, email address, division/department, and employment status.

If multiple individuals are applying for course release (or equivalent) for the same project, briefly justify the reasoning for this request. List each co-applicant applying for course release (or equivalent) and indicate the time commitment per week per semester requested for each co-applicant.

Partner Information

For each partner, include the organization or company name and contact name, position and email address. Also provide a brief description of the organization or company and the ways in which the partner will contribute to and benefit from the project.

A partner could be any individual or organization external to the GBC community that will both contribute to and benefit from the proposed project. Partners will be required to sign a Memorandum of Understanding before the project begins. On the application form, provide a brief description of the organization or company and the ways in which the partner will contribute to and benefit from the project.

Research Ethics Board (REB) Approval

If any research involves human participants, REB approval is required. REB application forms and guidelines are available on the GBC [REB website](#). Questions about the REB process can be directed to researchethics@georgebrown.ca. Applications may be submitted prior to receiving REB approval. However, funding will not be released until REB approval has been granted.

Additional Funding

Provide information about any funds that have been received or requested in addition to the requested Ignite funds.

Relevance to the GBC Community

Identify the GBC academic centres, divisions or departments that may be interested in or benefit from the results of the proposed project. For example, a project developing or evaluating a mobile health care app may relate to work being done in the Centre for Arts, Design and Information Technology, the Centre for Health Sciences, the Health & Wellness Exchange and the Digital Experience Exchange.

If the findings of the proposed project are likely to overlap with other initiatives already taking place within the GBC community, include information in the Project Description about how the applicant will work with these other areas to ensure a collaborative, complementary approach.

Abstract for Public Release

Provide an overview of the project that aligns with the information provided in the Project Description attachment. The abstract should be written in plain, non-technical language and be suitable for public release (on the GBC Research & Innovation website, annual report, etc.). The abstract should not exceed 250 words in length.

The abstract should include:

- Context – the current knowledge or innovation gap; why does this need exist?
- Innovation/Research Question – what is the specific problem or question(s) to be addressed?
- Methods – what are the project activities, how will they be accomplished, and what is the role of the students?
- Expected Outcomes – define the project goal and main deliverables; how/why will these outcomes be beneficial (e.g. to the partner, the community, etc.?)

Ensure that the abstract does not include any potentially confidential information and that any partner(s) have approved the abstract prior to submission.

Research Focus

Identify the thematic research areas for the proposed project. At least one of these should align with GBC's Research & Innovation Exchanges which serve as a catalyst for innovation, bringing together education, partnerships, entrepreneurship, and investment. These include: Community & Culture (CCx), Digital Experience (DEx), Fashion (Fx), Food & Beverage (FBx), Health & Wellness (HWx), Product Development (PDx), Smart City (SCx), and Teaching & Learning (TLx).

Attachment Checklist

Check each box to indicate which attachments have been included with the application.

Signature and Approvals

The Principal Investigator must sign, along with their Chair or manager to indicate approval. **An application is considered incomplete until approval has been granted by the applicant's Chair or manager.**

Applicants are strongly encouraged to plan accordingly in order to ensure that they have enough time to get Chair/manager approval prior to the application deadline.

MANDATORY ATTACHMENTS

PROJECT DESCRIPTION (2 pages maximum, not including references)

The project description must clearly identify the knowledge or innovation gap to be examined and describe the methodology that will be used to address the existing situation. Applicants must provide a detailed work plan and relate it to the milestones identified in the timeline section of the application. Applicants must also describe the ways in which students will be involved in the project.

The description of the proposed project must include the following section headings:

- **Background and Rationale (1 paragraph):** Define the current knowledge or innovation gap and explain the need for the proposed project. Include references to published material that supports and validates the proposed project.
- **Project Overview (approximately 1 page):** Include information about the question(s) or problem(s) that drive the project; the solutions, impacts or outcomes are expected as a result of the project; detailed methodology that describes how the project will address the knowledge or innovation gap articulated in the Background section; any methods that will be used to collect data; how data will be analyzed; and if the findings of the proposed project are likely to overlap with activities taking place within other areas of the GBC community, the ways in which the applicant will work with these other areas to ensure a collaborative, complementary approach.
- **Team Expertise (3-4 sentences):** Identify who will be involved in the project and their specific roles (use names, where possible). Include the Principal Investigator, co-applicants (internal to GBC), partners (external to GBC) and students, along with any required technical expertise.
- **Student Involvement (3-4 sentences):** Describe the nature of the proposed student involvement in the project. This should include information about the ways in which students will both contribute to and benefit from the proposed project.
- **Partner involvement (3-4 sentences):** Describe the nature of the partnership and include information about the ways in which partners will both contribute to and benefit from the proposed project.
- **Outcomes (2-3 sentences):** Identify one or two tangible, measurable outcomes that demonstrate the broader impact of the project.
- **Knowledge Dissemination and Next Steps (4-5 sentences):** Provide a plan for the application and dissemination of the project findings at GBC, along with a plan for any dissemination to external audiences (for example, the submission of a conference abstract or poster, a trade show presentation, or a potential publication).
- **References (1 page maximum):** Include a list of references that support and validate the proposed project.

PRINCIPAL INVESTIGATOR'S CURRICULUM VITAE (CV)

A copy of the Principal Investigator's current CV must be included with the application.

TIMELINE (1 page maximum)

Identify the major milestones of the project, the projected dates of completion for each milestone, and a description of associated activities. An example timeline is included below. Please note that more detail would be required in the description of activities in order to reflect the actual goals of a funded project.

Sample Timeline

Milestone	Description of Activities	Start Date	Completion Date
Hire students	Recruit 2 students from a specific GBC program	2019-09-01	2019-10-02
Bi-weekly team meetings	All members of the team will meet every two weeks in person to discuss the progress and identify issues	2019-10-02	2020-05-30
Develop social media strategy	A strategy will be developed that will include timelines and description of target market that identifies the best ways to connect with them	2019-10-05	2019-12-22
Prototype development	Using xx methods, develop the final prototype	2019-10-05	2020-01-15
User testing	Small group of students from a specific course will test the initial product	2020-01-20	2020-02-15
Focus group	Small group of students from a specific course will provide feedback and suggestions in a focus group format	2020-02-20	2020-02-20
Final revisions and testing of prototype	Based on user testing and focus group feedback, revisions to the prototype and a final evaluation with students from a specific class and/or other users that may represent the target market	2020-02-22	2020-05-30
Final report	Prepare and submit final report in collaboration with student(s) and/or other applicants	2020-05-15	2020-06-15

PROPOSED BUDGET

Use the template provided below to indicate the requested budget items and explain why the resources requested are necessary and sufficient to complete the project.

Budget Template

Budget Item	Ignite Fund	GBC		Partner		Other Sources (specify):		TOTAL
	Cash	Cash	In Kind	Cash	In Kind	Cash	In Kind	
Salaries and Employer Contribution Costs								
Professional and Technical Services								
Operating and Equipment								
Knowledge Dissemination and Networking								
Travel								
Other (specify):								
TOTAL								

Typical eligible expenses include:

- Course release for full-time faculty or hourly stipend for part-time/partial-load faculty
- Student salary – the standard rate for Student Researchers is \$14 per hour, plus 4% vacation pay, plus 10% employer contribution costs. Any difference in salary will need to be justified in the Budget Justification.
- Modest mileage or public transportation expenses required for research purposes (meetings at partner site, etc.)
- Costs associated with knowledge dissemination activities, including posters and conference presentations
- Project-related equipment and/or supplies (cannot exceed 20% of the total budget)

Typical ineligible expenses include:

- Compensation for project partners
- Consulting fees for experts external to the GBC community; these include, but are not limited to, costs associated with statistical consulting, setting up databases, access to existing databases, data analysis, app development and website development
- Costs associated with projects for academic credit or credentials (Masters or PhD thesis research)

Equipment purchased with Ignite funds is the property of GBC Research & Innovation. Upon project completion, all equipment must be returned to the Office of Research & Innovation and cannot be kept for personal or academic use.

Budget Justification Template

Each section below should only be completed if applicable.

Salaries and Employer Contribution Costs: \$XX cash; \$XX in kind

Principal Investigator – [Name], GBC (\$ XX cash – [source]; \$XX in-kind – [source]; \$ XX total)

[Name] will work on the project as Principal Investigator from [month, year] to [month, year].

For Full-Time Faculty Only

[Name] is requesting course release to work on project activities during the [session, year] semester.

[Name's] academic school will be reimbursed for the course release replacement costs to a maximum of \$7000 per course.

OR

[Name] will commit approximately XX hours per week for the duration of the project (XX hours total at an in-kind rate of \$70 per hour). [Name's] academic school will provide his time spent working on the project as an in-kind contribution.

For Contract Employees Only

They will commit approximately XX hours per week for the duration of the project (XX hours total at a rate of \$XX per hour). The total cost of [Name]'s salary is \$ XX. The Principal Investigator will provide guidance to Student Researchers and work with the Partner to accomplish the milestones identified in the Project Plan.

All employers in Canada are responsible for remitting employment insurance, pension plan and tax payroll deductions to the Canada Revue Agency. This amounts to an additional 20 % of the Principal Investigator salary costs, totaling \$ XX. This cost is incurred by GBC and included as part of the cash contributions to the project.

Student Researchers, GBC (\$ XX cash – [source]; \$XX in-kind – [source]; \$ XX total)

Student Researchers will be hired from GBC's [Program name] program to work on the project from [month, year] to [month, year]. They will work a maximum of XX hours at a rate of \$14 per hour plus 4% vacation pay, totalling \$ XX. Working with the Partner and Principal Investigator, these Student Researchers will [describe role].

All employers in Canada are responsible for remitting employment insurance, pension plan and tax payroll deductions to the Canada Revue Agency. This amounts to an additional 10 % of the Research Assistant salary costs, totaling \$ XX. This cost is incurred by GBC and included as part of the cash contributions to the project.

Partner – [Name], [organization name] (\$ XX cash – [source]; \$XX in-kind – [source]; \$ XX total)

[Partner contact name], [title] will work with the project team from [month, year] to [month, year] to accomplish the milestones identified in the Project Plan and will be available for regular meetings and/or

consultation. [Name] will commit XX hours per week for the duration of the project (XX hours total) at \$ XX per hour for a total of \$XX.

Professional and Technical Services: \$XX (\$ XX cash – [source]; \$XX in-kind – [source])

[Describe the nature of the service to be provided and explain why it is required. Include the dollar value and funding source for each service.]

Operating and Equipment: \$XX (\$ XX cash – [source]; \$XX in-kind – [source])

[This includes materials, supplies and other related expenditures. Describe the item to be purchased and explain why it is required. Include the dollar value and funding source for each item. Operating and equipment expenditures should not exceed 20% of the total budget.]

Research and Technology Transfer Support Services: \$XX (\$ XX cash – [source]; \$XX in-kind – [source])

[This includes pre-commercialization support services, marketing of technology, IP protection, and other related expenses. Describe the nature of the service to be provided and explain why it is required. Include the dollar value and funding source for each service.]

Knowledge Dissemination and Networking: \$XX (\$ XX cash – [source]; \$XX in-kind – [source])

[This includes travel, meetings, communications activities, workshops, seminars, and other related expenditures. Describe the item or service to be provided and explain why it is required. Include the dollar value and funding source for each item or service.]

Other: \$XX (\$ XX cash – [source]; \$XX in-kind – [source])

[Describe the nature of the item or service to be provided and explain why it is required. Include the dollar value and funding source for each item or service.]

OPTIONAL ATTACHMENTS

Optional attachments could include:

- Letters of support – Each letter should demonstrate support for the proposed project and clearly identify the ways in which the partner will both contribute to and benefit from the project
- Copies of any quotes or estimates referenced in the budget justification
- Figures and/or tables
- Data collection tools (surveys, focus group questions, etc.)
- Research Ethics Board approval (if applicable)

The application should be considered complete without the optional attachments. Reviewers are not obliged to review supplemental material, though it is often helpful to have copies of the data collection tools and letters of support.

Reviewers may request supplementary information. If the reviewers request information that was not included in the original, complete application, it will not negatively affect the review of the proposal.