**EXPRESSION OF INTEREST FOR HOLOSHIP INITIATIVE**

**EOI submissions should be sent via Email to** [**innovation@seaspan.com**](mailto:innovation@seaspan.com) **no later than 14:00 PDT on Friday, August 6, 2021**

**PART 1 – PROJECT INFORMATION**

**Project Title:**

<Insert title>

**Lead Applicant (Name, Title, Organization and Contact Information):**

<Insert information>

**List of Key Project Participants:**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Organization** | **Contact Name** | **Contact Email** | **Website** | **Role** |
|  |  |  |  |  |
|  |  |  |  |  |

**Project Support Needs:**

|  |  |
| --- | --- |
| **Technology Readiness Level** | <0-9> |
| **Level of Seaspan Participation** | <None-Low-Medium-High> |

**Preliminary Project Schedule:**

|  |  |
| --- | --- |
| **Project Start Date** | **Project Duration** |
|  |  |

**Preliminary Budget Estimate:**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Item** | **Canadian Content %** | **Participant Funding** | **VP Investment** | **Total** |
|  |  | $0 | $0 | $0 |
|  |  | $0 | $0 | $0 |
|  |  | $0 | $0 | $0 |
|  |  | $0 | $0 | $0 |
| Total |  | $0 | $0 | $0 |

The Preliminary Estimated Budget should capture indicative total costs supported by Seaspan’s Value Proposition investment, co-investment from the participant (where applicable), and provide context on allocation of primary cost categories associated with the project concept. Refinement to the budget including breakdown and details regarding eligible costs is anticipated for the Request for Proposal phase. Itemization should provide sufficient, high-level decomposition to be meaningful in the context of the project concept described in Part 2 (e.g. can by work package [Activity 1, Activity 2, etc.], cost category [Labour, Travel, Equipment, etc.], or other decomposition).

**PART 2 – Project Description**

**Total word count limit for Part 2 is 1500 words**. Guideline questions and other information below is not included in word count and is intended to be removed from Applicant responses.

1. **Project Description**

Describe the project and capability being developed or demonstrated. This description should also capture and sufficiently communicate:

* How it advances use of digital technology and the Holoship Platform.
* Any ancillary support or co-participation that may be needed from Seaspan for project success.
* Why the project is important and relevant to the Canadian marine industry.

1. **Project Outcomes and Benefits**

Describe expected project outcomes and their benefit to participants and the Canadian marine industry.

1. **Overview of Market Opportunity**

Describe the overall market opportunity and/or the competitive advantages that the project outcomes will generate for national and/or global markets. Participants are encouraged to provide a high-level description that demonstrates a solid understanding of the markets relevant to the project and an assessment of project outcomes relative to competitors in those markets. Detailed quantitative strategy materials are not required.