



## PSI ELIGIBILITY

PSI will focus on sales and primary market intelligence.  
All successful candidates will receive training and  
mentorship in this capacity.

All startups must be market ready. Preference will be given to  
startups with revenue generation and/or those with  
an active user base.

It is strongly advised that retail operations have established  
supplier relations and multiple product lines.

*Please submit only 1 application per startup.  
A maximum of 3 founders per startup will be accepted;  
however, 1-2 founders are preferred.*



# PROGRAM REQUIREMENTS

***PSI will run from May 7, 2018 to August 16, 2018.***

- Monday through Thursday from 10 AM to 3 PM founders are required to operate out of Propel or be in the field engaging in sales/market intelligence activities.
- Founders cannot hold alternative employment.
- Founders are required to participate in all PSI events, workshops, and/or competitions throughout the summer.





## PROGRAM PERKS

\$ 7,500 Cash per Founder\*

Desk Space at Propel

Workshops

Access to Propel's Resources

Business Development Interns

Mentorship and Networking Opportunities

Free Coffee!

\*Maximum of 3 co-founders per startup, 1 – 2 preferred. Cash to be distributed in 2 tranches, \$ 5,000 in May (upon entry) and \$2,500 on July 31<sup>st</sup>. Second tranche is subject to completing mutually determined milestones and objectives.

Western University, Propel, WSS Rm. 2130  
1151 Richmond St., London, ON, Canada N6A 3K7  
t. 519.661.2111 ext. 85312  
[propel.uwo.ca](http://propel.uwo.ca)



Propel  
Western Entrepreneurship



# APPLICATION TIMELINE

| <b>DATE</b>       | <b>DESCRIPTION</b>  |
|-------------------|---|
| February 28, 2018 | Submit your business idea by 11:59 PM.  |
| March 5, 2018     | You will receive an e-mail indicating if your startup is proceeding to the PSI interview. |
| March 7/8, 2018   | PSI selection interviews begin.   |
| March 12, 2018    | You will receive an e-mail indicating if your startup is accepted into PSI.               |
| March 19, 2018    | The deadline to accept your PSI offer.  |
| May 7, 2018       | PSI Begins.   |