

MaRS EXCITE Application – Executive Summary

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| **Application Information** |
| **Company Name:** | [insert company name here] |
| **Main Contact Name:** | [insert main contact name here] |
| **Technology Name:** | [insert technology name here] |
| **Date:** | dd MMM yyyy |

**Note: This executive summary should not exceed 10 pages in length and should be submitted in portable document format (.pdf) along with the application form.**

# Executive Summary

1. **Describe the technology’s intended health claim(s) and targeted user group.**

1. **Outline the safety profile and efficacy of the technology, including any data generated to date.**
2. **Describe how this technology is relevant to the needs of (i) the health care system and (ii) improving patient outcomes.**
3. **Describe this technology’s breakthrough potential (i.e. how is it unique or provides better clinical outcomes, including safety, and/or substantially lower system costs than currently used care approaches).**
4. **Discuss the impact of the technology on process, workflow, and costs to the Ontario health care system. Provide supporting data if available.**
5. **List the priority target markets. For each, describe the challenges you perceive regarding adoption, reimbursement, process and workflow.**
6. **Describe how your technology provides the opportunity to obsolesce existing alternative technologies.**
7. **Describe the estimated magnitude of effect for the target population.**
8. **Outline the technology’s stage of readiness to be evaluated for its efficacy and safety in the EXCITE program.**
9. **Describe the potential economic benefit to Ontario as a whole.**