

# Small Talks – Application Form

Please fill out this form and click “SUBMIT” in the top right corner, or send it to [dan.voicu@utoronto.ca](mailto:dan.voicu@utoronto.ca) by July 28<sup>th</sup>. We realize it demands considerable effort to reduce your great ideas and enthusiasm to 2 pages. However, in the present hyper-competitive world, this is typically all the time investors will take to cull and select candidate companies in the first round. The 4 successful applications will each receive \$300 for their efforts!

**Proposed Company Name:** Mad Matter Metamaterials (M3)

**Business sector:** biomedical                  green chemistry                  energy                  other

**Product or service (technology and impact):**

(e.g., M3 makes negative refractive index coated AR (augmented reality) eyeglasses and reflective surfaces. Surface coatings are conforming and flat (nanometers thick). Any surface can be converted to display constructed, altered, simulated, and programmable reality or merged, interlaced, and interspersed with reality. Billions of people want to live in a perfect world where they are beautiful, successful, loved, and admired unconditionally. We can give it to them.)

**Size and growth of market:**

(e.g. unit sales Yr1 \$100 m; Yr2 – \$200 m, Yr3 – \$400 m; Yr4 – \$600 m; Yr5 – \$1.5 B)

**Your unique proposition/advantage:**

(e.g., Replaces or enhances all reflecting and imaging materials and devices. Obsoletes mirrors and cameras. Reflects and constructs only positive self and ambient images. For narcissists, displays a beautiful self in every setting. For CEOs, shows only upward arrows for sales and stock valuations. For politicians, pans over massive crowds in campaign rallies. For consumers, glamorizes all products and makes all services essential and irresistible. For environmentalists, corrects all measurements and data to show global cooling, and the miraculous disappearance of the Pacific plastic waste gyre. And we are only at the beginning of this transformative technology).

**Percentage of market you plan to capture:**

(e.g., Yr1 – 0.0001%; Yr2 – 1%; Yr3 – 5 %; Yr4 – 25%; Yr5 – 100%)

**Name 3 main competitors:**

(e.g., mirrors, smart phone selfie cameras.)

**List 3 most relevant patents (own or competition):**

(e.g., Assigned to M3, US 8,237,066 “Nanostructured negative refractive index coatings for perfect world perception.”, prior art: US 1,001 “Silver-coated glass for seeing what’s behind you.”, US 5,777,922 “100 megapixel color C-MOS imager for ultrahigh resolution selfies”.)

**Specify 3 major risks to business:**

(e.g., Some people are not narcissists and prefer real reality. Some CEOs don’t believe everything they see. Some environmentalists can actually feel heat and the water rising around their ankles. Our follow on products will include direct brain-computer interfaces so that other sensory inputs can be totally controlled and we will overcome these market resistance factors.)

**Provide reference to related (public) scientific conference abstract, paper, or patent that you co-authored:**

(e.g., Graphene N., Silver Z. *Metamaterial reflections of the perfect world*. Nature Materials July 2014, Volume 13 No 7 pp691-781. doi:10.1038/nmat4923)

**Financial sources and investment required in this round:**

(e.g., VR and AR partners Google-Verily, Samsung, Apple, Elon Musk. Seeking \$500 Million US for 20%)

**Marketing and sales plan (e.g., direct, distributor, ecommerce):**

(e.g., direct, distributor, partner, eCommerce) (e.g., Marketing via web presence: eBay, Alibaba, Facebook, YouTube, Twitter, etc. Sales via distributors and dealers: Staples, Walmart, Mobile and Internet stores such as Bell, Samsung, and Telus, Canada Computers, Tiger Direct, etc.)

**How would you're the CEO of your company get to work?**

Lamborghini      TTC              eBike              Valkyre              Running Shoes

**Additional comments/information:**

It is highly recommend that those who attend Small Talks bring business cards to pass out. This is your networking opportunity! The business card should give your:

- Name + degree
- Position (optional)
- Business name (if you have one)
- 3 key technologies/areas of expertise that best define you
- Email (and web site if there is one)
- Phone (optional).

Please make the font large enough for old eyes to read – the business card is not an optometrist’s eye chart – you want even poor sighted people to be able to bring business to you!