

StrategicTimelines
Planning with Precision



Innovation Funding Opportunities

An Overview of 100+ Main

PROVINCIAL & FEDERAL

INNOVATION FUNDING PROGRAMS

for Technology Driven Companies in Alberta

THIS OVERVIEW WILL ASSIST YOU BECOME QUICKLY ORIENTED
TO INNOVATION FUNDING PROGRAMS FOR R&D &
COMMERCIALIZATION WORK

THIS OVERVIEW IS FOR DISTRIBUTION TO TECHNOLOGY DRIVEN COMPANIES
ANYWHERE IN ALBERTA!

Prepared on November 14th, 2018 by:

Eileen Ashmore, MBA, CMC

TECHNOLOGY FUNDING SPECIALIST

403 252 0799

info@strategictimelines.com

**(The OVERVIEW does not include funding programs for purchase of assets or
operating costs. If financing is required, please call to discuss
your financing requirements.)**

COPYRIGHT

410, 3553 – 31 St NW, Calgary, Alberta T2L 2K7

Phone 403 252-0799 • Fax 403 251 7799 • www.StrategicTimelines.com • info@StrategicTimelines.com

CONTENTS

- SECURING INNOVATION FUNDING IN 2018! 5**
 - Welcome to the World of Innovation Funding! 5
 - Strategic Timelines Assists Your Technology Business Secure Innovation Funding 5
- PROVINCIAL FUNDING PROGRAMS 6**
- ALBERTA INNOVATES 6**
 - A Snapshot of Alberta Innovates (AI) 6
 - Main AI Funding Programs 6
 - Health Innovation 7
 - Biosector 7
 - Water Innovation Program 7
 - Clean Energy 7
- Other Alberta Funding Programs 7**
- TECTERRA - Geomatics Innovation 8**
- ALBERTA TAX CREDITS 9**
- FEDERAL GRANT & CONTRIBUTION PROGRAMS 10**
 - National Research Council Program (NRC) 10
 - NSERC (Natural Sciences & Engineering Research Council) 10
 - MITACS 11
 - Innovative Solutions Canada* 11
 - The Strategic Innovation Fund* (SIF) 12
 - Build in Canada Innovation Program (BCIP)* 12
 - BCIP Challenge* 12
 - The Supercluster Initiative 12
 - NEW ISED - Canada’s Accelerated Growth Service (AGS) 12
- CLIMATE CHANGE INNOVATION FUNDING 13**
 - ALBERTA CLIMATE CHANGE INNOVATION FUNDING PROGRAMS 13
 - The Alberta Climate Leadership Plan (7 Years) - \$1.4 Billion in Innovation Funding 13
 - Alberta Innovates Clean Energy Programs 13
 - Emissions Reduction Alberta* (ERA) 13
 - Alberta Innovates Climate Change Innovation and Technology Framework (CCITF)* 14
 - Energy Efficiency Alberta 15
 - NEW Custom Energy Solutions* 15
 - NEW NAIT’s Micro Grid 15
 - NEW Natural Gas Innovation Fund (NGIF)* 15

NEW Climate Action Fund*	15
NEW Alberta Public Transit Program	15
NEW Indigenous Green Projects	15
Water Innovation Projects	15
NEW Science Horizons Youth Mentorship Program for Alberta Youth	16
NEW Alberta’s Energy Diversification Act.....	16
FEDERAL CLIMATE CHANGE INNOVATION FUNDING PROGRAMS.....	16
Sustainable Development Technology Canada (SDTC)* TRL 7 & 8*	16
NRCan Clean Growth Fund	16
NRCan Energy Innovation Program (EIP)*	16
NRCan Clean Energy for Rural and Remote Communities.....	17
Export Development Corp (EDC) Cleantech Co-Investment Program (CCIP)	17
Program of Energy Research and Development (PERD).....	17
Climate Action Fund.....	17
About the Clean Growth Hub.....	17
How We Update You on Clean Tech Programs.....	17
GLOBAL TRADE SUPPORT.....	18
NEW Export Development Corp (EDC) Cleantech Co-Investment Program (CCIP)	18
DEFENCE INNOVATION FUNDING.....	19
NEW Innovation - Defence, Excellence and Security (IDEaS) Program*	19
NEW IDEaS*:	19
BCIP – Military Portion.....	19
NEW Defence Energy & Environment Strategy	19
Innovative Solutions Canada – Military Portion*	19
OTHER KEY FEDERAL PROGRAMS.....	19
Build in Canada Innovation Program (BCIP)*.....	19
Western Economic Development Initiative – The WINN*.....	19
Invest Canada – Community Initiatives (ICCI).....	19
CANADA’S INFRASTRUCTURE BANK*	20
RECENTLY ANNOUNCED PROGRAMS IN 2018	20
CALGARY: Opportunity Calgary Investment Fund*.....	20
EMPLOYMENT / TRAINING FUNDING	20
BDC PROGRAMS.....	21
Healthcare Venture Fund.....	21
Industrial, Clean and Energy Technology (ICE) Venture Fund*	21
PROGRAMS FOR WOMEN RUNNING TECH BUSINESSES	21
ALBERTA WOMEN ENTREPRENEURS*	21

BDC – Women in Tech*	21
Women Entrepreneurship Fund (WES)*	21
Impact Canada Initiative – Cleantech Impact Program	21
SCIENTIFIC RESEARCH & EXPERIMENTAL DEVELOPMENT	22
NAVIGATING THE INNOVATION FUNDING LANDSCAPE	23
LEARNING MORE ABOUT INNOVATION FUNDING	23
SUBSCRIPTION OPTIONS	24
CHOOSING YOUR SUBSCRIPTION OPTION	25
WHY STRATEGIC TIMELINES INC.?	26

SECURING INNOVATION FUNDING IN 2018!



Welcome to the World of Innovation Funding!

Innovation funding programs over the last 10 years have grown exponentially. Never has there been as many innovation funding programs and support services to assist technology driven businesses move forward with development and commercialization work. Fifteen years ago, NRC's IRAP for R&D projects, and, NSERC for university R&D/applied research projects were the 2 'main' programs. Two years ago, there were 20 'main' innovation funding programs. In 2017, there were 40 main funding programs. Today there are **100+!** 'main' programs that every technology driven business in development and/or commercialization in Alberta need to know about!

In fact, there are over 100++ innovation funding programs that Alberta technology driven business can learn about given their specific sector and their requirements. With the provincial and federal initiatives to transform Canada into an innovative country, and, a green, clean country, many more innovation funding programs are becoming available. (These 100++ programs are described in the In-Depth Summary – see pages 23-25.)

This Overview is designed as a guide to assist you identify the main funding programs that have the most potential for leveraging your initiatives.

Strategic Timelines Assists Your Technology Business Secure Innovation Funding

For companies that are completely mystified by where to start, or, do not have the time, energy or resources to prepare a funding submission, Strategic Timelines is available for hire to assist your company navigate the innovation funding arena and secure innovation funding. If your company is eligible for innovation funding, Strategic Timelines will assist you prepare your submission(s) in such a way that significantly increases the odds of securing funding. **Wherever you see one asterisk* - this is a funding program where we offer assistance preparing the submission.**

Strategic Timelines is also a contractor providing management consulting services. Strategic Timelines can assist you with feasibility studies, market assessments (market research, competitor analysis, segment analysis, customer research), strategic planning, business planning, marketing planning, go-to-market planning, and, pre-commercialization planning. **Wherever you see two asterisks ** - this is a funding program where we offer assistance preparing the submission, and, a funding program where you can contract consulting services for project work with Strategic Timelines Inc.**

NEW! If you would like to have innovation funding information at your fingertips with detailed information on the 100++ innovation funding programs, clean tech funding and [Alberta's Climate Leadership Plan](#), see the Subscription section - pages 23-25.

The following provides an overview of the **100+!** 'Main' Provincial and Federal Funding Programs available to technology driven businesses that are currently contemplating R&D and/or are starting commercialization activities in the Province of Alberta.

PROVINCIAL FUNDING PROGRAMS

ALBERTA INNOVATES

A Snapshot of Alberta Innovates (AI)

As of January 2018, Alberta Innovates invests \$286M, has 72 investment programs in cleantech, bio and health, and, provides \$80M in technical support in greenhouse gas and emissions reduction projects (through ERA). Alberta Innovates works directly and indirectly with Innotech and C-FER. Funding is provided through Health Innovations, Cross Sectoral Investments and Clean Energy departments.

Main AI Funding Programs

The following overviews the main programs with Alberta Innovates.

Micro-Voucher**

The Micro Voucher provides funding for market, export readiness and intellectual property assessments and a number of other initiatives. **Strategic Timelines Inc. is a service provider for this program for conducting market assessments /competitor analysis.**

Export Readiness Micro-Voucher Program*

This program provides businesses with assistance for the development of a targeted international market strategy focused on one country.

Investment Voucher Program**

This program provides funding that could involve R&D, design, & engineering leading to prototype development, and/or could involve advanced business strategies, marketing strategies and market assessments. **Strategic Timelines Inc. is a service provider for assisting technology businesses with advanced business strategies, marketing strategies and market assessments.**

Product Demonstration Program (PDP)*

This program is designed to showcase the performance of the technology or alternately, showcase the complete technology product to a strategic customer.

R&D Associates Salary Grant*

This program provides a salary grant for hiring a R&D Associate for related R&D activities.

Commercialization Associates Salary Grant*

This program provides a salary grant for hiring an individual with business and marketing expertise.

Alberta - Jalisco Program

This program is designed to provide Alberta & Jalisco, Mexico to collaborate in research and technology development leading to future educational, labor and commercialization opportunities.

Alberta – Ontario Innovation Program

Alberta Innovates is not considering new applications to the Alberta-Ontario Innovation Program at this time. Continue to check their website for information updates.

Alberta-China International Technology Partnership Program

The Alberta-China International Technology Partnership (ITP) program is designed to provide Alberta for-profit small- and medium-sized enterprises (SMEs) support to access funding to develop strategic, industry-driven commercialization projects that involve novel and innovative projects with a partner in China. Matching the contribution in equal cash and in-kind resources for the project.

ASBIRI – The Alberta Small Business Innovation and Research Initiative Program*

Alberta Innovates identifies industry challenges where SME's compete for the opportunity to develop a technology-based solution. This is an industry-government initiative based on the principles of demand – pull innovation.

Accelerating Innovations into CarE (AICE)

Funding to generate real-world evidence in a clinical setting for new technologies delivered by SME innovators that have the potential to address priority needs of Alberta's health care needs.

Food Innovation

Check out: <https://albertainnovates.ca/funding-food-innovation/> for any programs supporting food innovation through Alberta Innovates.

Health Innovation

Accelerating Innovations into CarE – the AICE program – to generate real world evidence in a clinical setting developed by SME innovators – 50% of project costs up to \$150k.

Biosector

The Alberta Bio Future Program to diversify and accelerate growth in Alberta's bioindustrial sector. Check the website for program details.

Water Innovation Program

The WIP supports research projects in 4 main areas – check AI's website for more information.

Clean Energy

The Climate Change section of this Overview provides information on the funding programs – for more detailed information, check AI's website.

Other Alberta Funding Programs

Alberta Entrepreneurship Incubator Program

This program is funded through Alberta Economic Development and Trade and administered by Alberta Innovates to support accelerator expansion and funding for technology participants. There are 3 funding programs – Entrepreneur Seed - \$10k, Bridge - \$25k and Growth Vouchers - \$15k. But, also check out the Entrepreneurial Internship program – an excellent mentoring opportunity for technology start ups. (For more information: <https://albertainnovates.ca/funding-entrepreneurial-investments/entrepreneur-incubator/>)

Alberta–Germany Collaboration Fund*: The German-Canadian Centre for Innovation and Research (GCCIR) is a program aimed at supporting joint product development and commercialization activities between SMEs in Alberta and a partner company in Germany.

Alberta-France Collaboration Fund: The Alberta-France Collaboration Fund for Product Development and Commercialization is a joint program established by Alberta Government's Ministry of Economic Development and Trade in collaboration with Bpifrance and the Nord-Pas-de-Calais Regional Council.

Alberta Export Expansion Package*

The Alberta Export Expansion Package supports Alberta businesses looking to enter new international markets through 3 programs: **the Export Support Fund**, the **Global Buyers and Investors Program**, and the **Export Readiness Program** which includes the **Export Readiness Micro Voucher**.

NEW Climate Change Innovation and Technology Framework (CCITF)*

Managed by Economic Development & Trade & Alberta Innovates this program is designed to help government manage investments in research, innovation and technology and to help commercialize these products. **SEE THE CLIMATE CHANGE SECTION FOR MORE INFORMATION ON APPLYING FOR FUNDING.**

TECTERRA - Geomatics Innovation

TECTERRA supports the commercialization of geomatics technology – there are 5 'main' programs.

GROW: Building Business Acumen:** The GROW program is designed to build your company's management capacity. Up to 75% of \$50,000 in grant funding is available annually. This program assists geomatics companies address their major challenges by providing access to specialized business knowledge. It does this by offering financial support to develop and adopt adequate business skills and practices. **Strategic Timelines is an approved service supplier for assisting your company with business plan development, pre-commercialization planning, strategic planning and mapping of programs & tactics to strategy, go-to-market techniques, opportunity assessments (market research, competitor analysis, & customer validation research), financing options and exit strategies, entrepreneurial coaching and other management capacity building assistance.** (Note - this program was previously named the Commercialization Support Services Funding Program (CSS).)

BUILD: For Game-Changing Technologies & Opportunities* : This program focuses on providing financing for all phases of product development and commercialization. **The applicant must have a Business Plan intact – Strategic Timelines assists you prepare this submission and also prepare your Business Plan.** (Note - this program was previously named the Industry Investment Program.)

LAUNCH: Launch Your Products into New Markets*: This program is an initiative aimed at assisting Alberta-based SMEs launch late-stage and recently developed innovative geomatics technologies into the marketplace. The purpose of the program is to de-risk market launch. **Note that the applicant must have a Marketing Plan intact – Strategic Timelines assists you prepare this submission and also prepare your Marketing Plan.** (Note - this program was previously named the Market Launch Program.)

NEW LEAP*: This program provides support for transformational technology – technologies leaping beyond iterative advancements and altering the trajectory of that industry or market! The LEAP program is a non-dilutive, 0% interest loan, repayable loan only after your product generates revenue of \$1,000,000+ with TECTERRA providing funding of up to 50% of the development and commercialization costs, to a maximum of \$1,000,000 per project.

SHOW: Reach New Prospects at Industry Events: This program provides sponsorship funding to assist geomatics technology entrepreneurs and professionals attend relevant industry events, tradeshows and conferences. (Note – this was the previously named the Tradeshow Attendance Program (TAP).)

HIRE: For the Business & Technical Talent Your Team Needs: This program is designed to create economic value by facilitating the engagement & employment of a Highly Qualified Person (HQP). (Note - this was previously named the GEO Placement Program.)

NEW A Software Development Grant A \$12,000 grant for using the cloud for software development helps startups in early stages of development – 75% of 3rd party costs are covered.

ALBERTA TAX CREDITS

The Alberta Tax Credit (AITC): The Alberta Investor Tax Credit (AITC) encourages investment in non-traditional sectors with strong job creation potential. A 30% tax credit is provided to investors who provide capital to Alberta small businesses doing research, development or commercialization of new technology, new products or new processes.

The Capital Tax Credit (CITC): The Alberta government has invested \$70 million in a Capital Investment Tax Credit (CITC) for manufacturing, processing & tourism infrastructure. This program provides a 10% non-refundable tax credit valued of a corporation’s eligible capital expenditures, up to \$5 million.

NEW The Community Economic Development Corporation (CEDC) Tax Credit Program

The Alberta government has unveiled a new tax credit aimed at spurring investment in the local economy, this one targeted toward businesses that are doing social good or that are located in rural communities. The Community Economic Development Corporation (CEDC) tax credit program will offer a 30 per cent tax credit to Albertans who invest in registered CEDCs — investment corporations or co-operatives that provide capital to locally-based entrepreneurs. In turn, the CEDCs will provide capital to Alberta small businesses that focus on social improvement or rural economic development.

“Business leaders told us that CEDC support has been missing in Alberta for too long,” said Minister of Economic Development and Trade Minister Deron Bilous, adding \$9 million in tax credits will be available over the three-year life of the program.

FEDERAL GRANT & CONTRIBUTION PROGRAMS

National Research Council Program (NRC)

NRC provides extensive services throughout Canada. Here's an overview of the 4 'main' programs.

NRC – Industrial Research Assistance Program (IRAP)*

NRC's IRAP program offers technical and business advisory services, and, contribution funding to stimulate innovation.

NRC – Youth Green

Part of Canada's Youth Employment Strategy, Youth Green is for internship of 3 - 6 months for post-secondary graduates 15 – 30 years of age - \$10,000 (environmental benefit). **(Note the Youth Employment up to \$30,000 in contribution funds per graduate is no longer available.)**

NRC Concierge Service

The Government of Canada's Concierge Service provides a single access point where small and medium-sized enterprises can find high-quality, timely advice to help them innovate and accelerate their growth.

NRC - CMC-Canada's Management Advisory Service Program (MAS)**

The NRC-CMC-Canada MAS program assists a company's management team define issues, set priorities and establish action plans. This five day advisory program is for technology driven businesses, and, companies experiencing barriers to growth. **(Strategic Timelines Inc. provides advisory services funded through the NRC-CMC-Canada MAS program.)**

NSERC (Natural Sciences & Engineering Research Council)

NSERC provides programs to assist industry conduct research by (1) accessing university researchers, and, (2) assisting companies requiring R&D secure university undergraduates for a work term. The following overviews 4 main NSERC programs.

Collaborative Research and Development Grants (CRD) - Partnership Program*: Industry partners must collaborate at all stages of the research project and demonstrate a clear intention and the capacity to exploit the research results within Canada.

Applied Research and Development (ARD) Grants – Colleges & Institutions*: The ARD grants provide knowledge, expertise and capabilities available at Canadian colleges and to train students in essential technical skills required by companies.

The Experience Awards & Northern Awards

The Experience Awards & Northern Awards offer companies access to talented natural sciences and engineering undergraduate students as per a defined work term.

NEW The Engage Grant & CASBE

The Engage Grant provides up to \$25,000 for a university or college researcher(s) with an industrial partner through a short term research and development (R&D) project that applies their expertise to address a company challenge.

Through Alberta Innovates CASBE Campus Alberta Small Business Engagement, another \$25,000 in grant is available to leverage NSERC's efforts. Funding is available for micro nano SME's projects.

Other NSERC Programs - DND/NSERC Research and NSERC/Mitacs Joint Funding Opportunity.

MITACS

Mitacs promotes academic-industrial R&D while supporting the development of future innovation leaders by:

- Helping companies identify their innovation needs and matching them with academic expert\
- Fostering cutting edge research tied to commercial outcomes
- Building international research networks, creating innovation leaders in Canada and abroad, and
- Providing professional and entrepreneurship skills training for graduate students so they have the tools to meet emerging innovation needs.

Accelerate Internship Program: Provides matching funding of \$7500 for hiring a Master's or Ph.D. graduate student or Postdoc's graduate. The fund matching rate is 1:1 or \$7500 from Mitacs and the remaining funds from the client company.

NEW Pilot Accelerate Entrepreneur Program: This pilot program is similar to the Accelerate Internship Program but is designed as a package for entrepreneurial firms. This program is offered in conjunction with accelerator / incubator involvement.

Elevate Program: Elevate is a 2-year program that provides post doc funding for conducting R&D for 1 to 2 years at \$57,500 for each year. The host company funds \$25,000 of this \$57,500 in funding.

For more information on MITACS programs call Oba Harding | 403.463.3134 | oharding@mitacs.ca

Innovative Solutions Canada*

The ISC is a new procurement program dedicated to supporting the scale up and growth of Canada's innovators and entrepreneurs by having the federal government act as a first customer – 20 federal departments have been selected. Each department has a budget of \$100M for contracting suppliers. The ISC is leveraging a demand-pull approach instead of the typical supply-push program. The departments will set aside a portion of funding to support the creation of the innovative solutions proposed by Canadian small businesses. **This program was announced the 1st week of February 2018.**

Innovative Solutions Canada most recent call is for the country's innovators and entrepreneurs to develop cutting edge technology in the following categories:

- Haptic Systems
- EEG and Vital Signs Virtual and Augmented Reality Headsets
- Temperature Measurement of Cold Spray
- Earth Observation Images Processing and Management System

Innovative Solutions Canada is a new program that accelerates entrepreneurs and innovators.

Note – watch this program on a regular basis as CFP's can come up quickly.

The Strategic Innovation Fund* (SIF)

The SIF is designed to support 6 high growth sectors - advanced manufacturing, agri-food, clean technology, digital industries, health/biosciences, and, clean resources. SME's and corporations can apply for funding as per: (1) R&D and Commercialization Stream (2) Firm Expansion and Growth (Stream 2), (3) Investment Attraction & Reinvestment (Stream 3), and, (4) Networks (Stream 4) for collaboration, between academia, non-profits and the private sector.

Build in Canada Innovation Program (BCIP)*

This program has replaced the CICP program. It was created to bolster innovation in Canada's business sector. The **Build in Canada Innovation Program (BCIP)** helps companies' bridge the pre-commercialization gap by procuring and testing late stage innovative goods and services within the federal government before taking them to market by:

- Awarding contracts to entrepreneurs with pre-commercial innovations through an open, transparent, competitive and fair procurement process.
- Testing and providing feedback to these entrepreneurs on the performance of their goods or services.
- Providing innovators with the opportunity to enter the marketplace with a successful application of their new goods and services.
- Providing information on how to do business with the Government of Canada.

The **BCIP** targets innovations in five areas – environment, safety/security, health, enabling technologies, and military – protecting the soldier. For eligible companies in the pre-commercialization stage (TR levels 7-9), the BCIP program invites submissions from innovators of a 'testing plan' for delivery of their innovative good or service through a contract priced up to \$500,000 (Standard component) or \$1 Million for the Military component.

BCIP Challenge*

The BCIP Challenge Initiative is where a government department identifies needs and challenges where innovators are invited to solve with their products and technologies.

The Supercluster Initiative

Under the Federal Government's Innovation and Skills Plan, \$950 million will be invested to March 31st, 2022 into 5 sectors - digital technology, protein industries (agri-food), advanced manufacturing, AI Powered Supply Chains, and Ocean (clean resources). Each supercluster matches each government dollar - it is estimated that 50,000 jobs will be created, and GNP will increase by \$53.5B.

NEW ISED - Canada's Accelerated Growth Service (AGS)

Helps growth-oriented Canadian businesses to expand by helping them access the key government services they need to grow, such as financing, exporting, innovation and business advice. By providing businesses with the essential hands-on support they need most, AGS will result in more Canadian businesses expanding, becoming more competitive, and creating high-paying jobs in our communities. The Accelerated Growth Service initiative is led by Innovation, Science and Economic Development and delivered in collaboration with 10 other federal organizations including BDC, EDC, NRC – IRAP, Global Affairs – TCS, and, 6 regional development agencies.

CLIMATE CHANGE INNOVATION FUNDING

This section of the Overview highlights the main climate change programs in Alberta and in Canada. Please note to check the website for each of these programs to get recent updates.

ALBERTA CLIMATE CHANGE INNOVATION FUNDING PROGRAMS

This section outlines the main climate change programs for Alberta companies.

The Alberta Climate Leadership Plan (7 Years) - \$1.4 Billion in Innovation Funding

There are five categories to the Alberta Climate Leadership Plan:

- Oil sands innovation to increase production and reduce emissions
- Innovation projects across sectors that support research, commercialization and investment in new technologies that reduce emissions.
- Industrial energy-efficiency projects that help companies reduce emissions
- Bioenergy projects, including biodiesel, ethanol and biomass-based electricity generation, and
- \$400 million in loan guarantees to support investment in efficiency and renewable energy measures. **(December 5th, 2017 announcement.)**

Alberta Innovates Clean Energy Programs

Alberta Innovates offers funding and support for Clean Energy across three investment portfolios: Advanced Hydrocarbons, Clean Technology, and, Water and Land.

The main funding agencies that provide climate change funding are **Emissions Reduction Alberta, Alberta Innovates CCITF** and **Energy Efficiency Alberta**.

Emissions Reduction Alberta* (ERA)

ERA targets emission reductions from energy efficiency projects that demonstrate significant, verifiable, immediate, and sustainable GHG reductions. As per Alberta's \$1.4B Climate Leadership Plan, ERA works with government, industry and innovators to accelerate development of innovative technologies that reduce GHG emissions to help Alberta transition to a lower carbon future with a stronger, more diversified economy. ERA is a key partner in addressing Alberta's Climate Leadership priorities. ERA grants are sourced from the Climate Change and Emissions Management Fund, one of the options Large Final Emitters can use to comply with GHG-reducing regulations. Results to date: 128 projects have received funding of \$375M - ERA's end goal is to reduce GHG (tones by CO2e by 2020 by 9M tonnes. There are no calls for proposal at this time.

The following briefly describes previous ERA programs.

ERA - \$35M Industrial Efficiency Challenge

This challenge focused on industrial GHG reduction initiatives.

ERA / OCE Partnership

\$3.5 million in funding for Alberta projects that are also being supported by ERA, Alberta Innovates, and the Natural Sciences and Engineering Research Council of Canada (NSERC) was made available through the Ontario Centers for Excellence (OCE). The projects represent strategic collaborations to solve key industry challenges in both Ontario and Alberta. The projects are underway.

ERA'S BEST Challenge

Biotechnology, electricity, and sustainable transportation were challenged to bring forward their best technology ideas to reduce greenhouse gas (GHG) emissions in Alberta, while creating jobs and growing the economy - \$70 million has been invested to support the development and commercialization of new cleaner technologies. There was up to \$10 million is available for each project. **To Note: "Alberta's electricity, transportation, and biological industries have a significant impact on Alberta's economy and account for up to 40 per cent of Alberta's annual GHG emissions."** <http://eralberta.ca/best-challenge/>

Alberta Innovates Climate Change Innovation and Technology Framework (CCITF)*

Managed by Economic Development & Trade & Alberta Innovates this program is designed to help government manage investments in research, innovation and technology and to help commercialize these products.

The CCITF is a strategic initiative of the Government of Alberta as part of its Climate Leadership Plan. Economic Development and Trade (EDT), Emissions Reductions Alberta (ERA) and Alberta Innovates (AI), are working together as delivery agents to administer a suite of programs under the framework. ERA will administer the Scale-up and Large-scale Demonstration program. EDT will invest in three programs, Alberta Investor Tax Credit, Capital Investment Tax Credit and Emerging Clean Technology Partnerships. Alberta Innovates administers programs 1 to 5 listed below in clean technology research, innovation and commercialization.

There are 6 programs:

1. Clean Technology Development (CTD) program – bench scale development to pilots
2. Clean Technology Networks program – supporting network formation in the clean tech sector
3. Clean Technology Commercialization program (The WestJet Biofuel Aviation Challenge)
4. Clean Technology Business Innovation (CTBI) Voucher program – audit assistance & assistance with low carbon adoption/implementation in current facilities.
5. Clean Technology Facilities Support program – enhancement of current R&D facilities
6. Clean Technology Large-Scale Demonstration and Innovative Deployment (ERA).
7. To learn more check [CCITF Funding webpage](#) and this excellent link provided by Alberta Innovates: https://albertainnovates.ca/wp-content/uploads/2018/04/CCITF-Programs-April-25_2018-Webinar-Slidedeck-FINAL-V2.pdf

Industrial Energy Efficiency: \$240 million*

The Alberta government has introduced a suite of measures to lower emissions and reduce costs in the commercial and industrial sector. This includes equipment and facility upgrades to lower energy use. It will also be available for energy audits and energy management systems to help further reduce on-site emissions. Funds will not be limited to oil and gas facilities. Large agricultural and manufacturing operations will also be eligible, as will institutions, commercial facilities and not-for-profit organizations that meet the criteria. See Custom Energy Solutions (below) & the CCITF programs.

Energy Efficiency Alberta

NEW Custom Energy Solutions*

Industrial, institutional, and commercial customers with facilities operating within the Province of Alberta are eligible for this program. Facilities defined as Large Final Emitters or customers or facilities that have opted into the Carbon Competitiveness Incentive Regulation are not eligible. There is no minimum threshold for greenhouse gas (GHG) emissions but those facilities emitting 10,000 tonnes or more of greenhouse gases annually will be eligible for higher incentives for certain offers.

Individual facilities with over 10,000 tonnes of annual GHG emissions are eligible for incentives up to \$1 million per year and parent facilities implementing Custom Energy Solutions projects in multiple facilities are eligible for incentives up to \$2 million per year. Facilities with less than 10,000 tonnes are eligible for incentives up to \$250,000 per year for individual facilities and \$500,000 per year for parent facilities. Check out Energy Efficiency Alberta for more information: <https://www.energycanada.ca/about-us/our-history/>

NEW NAIT's Micro Grid

The Distributed Energy Management Initiative, a partnership between NAIT, ATCO, Siemens and the Future Energy Systems research program at the University of Alberta, will provide a “plug-and-play” microgrid where energy companies can test and validate their technologies under realistic field conditions.” http://www.nait.ca/44779_104131.htm

NEW Natural Gas Innovation Fund (NGIF)*

The Natural Gas Innovation Fund (NGIF) supports cleantech innovation in the natural gas value chain. Looking to fill technology gaps in the sector, NGIF is now calling for applications in its fourth round of funding.

NEW Climate Action Fund*

This fund will support projects that raise awareness of climate change and clean growth – up to \$3M with maximum contribution per project is \$500k (\$200k for for-profits applicants). The deadline was Sept 21st .

NEW Alberta Public Transit Program

The Government of Alberta has launched a \$215M Alberta Community Transit (ACT) Fund open to municipalities, Métis Settlements and transit commissions and authorities. Projects include investing in low and zero-emission transit vehicles and increasing transit ridership. \$115M of the grant fund comes from Alberta’s Climate Leadership Plan.

NEW Indigenous Green Projects

These programs support solar and energy efficiency retrofitting.

Water Innovation Projects

This is a continuous intake program through Alberta Innovates for water supply/watershed management, healthy aquatic ecosystems, water use conservation, efficiency and productivity, and, water quality protection.

NEW Science Horizons Youth Mentorship Program for Alberta Youth

The Government of Canada has just announced the Science Horizons Youth Internship Program. The program is designed to help place youth in Alberta into jobs in clean growth and renewable energy.

NEW Alberta's Energy Diversification Act

As of legislation passed June 6th, 2018 – the Act includes three new programs that provide a combination of royalty credits, grants and loan guarantees designed to encourage energy diversification, like petrochemicals and partial upgrading. The 3 programs are Round 2 of the Petrochemicals Diversification Program, the Petrochemicals Feedstock Infrastructure Program and the Partial Upgrading Program.

FEDERAL CLIMATE CHANGE INNOVATION FUNDING PROGRAMS

Sustainable Development Technology Canada (SDTC)* TRL 7 & 8*

SDTC operates as a not-for-profit corporation & has been working with the public & private sector including industry, academia, non-governmental organizations, the financial community & all levels of government to achieve this mandate. An arm's-length foundation created by the Government of Canada which has received \$1.05 billion as part of the Government's commitment to create a healthy environment and a high quality of life for all Canadians by helping to commercialize clean technologies. Focus is on pre-commercialization demonstration – novel first-of-a kind technologies.

SDTC website: “The aim of our due diligence process is not to eliminate applicants but rather to ensure that critical business considerations are made at the time of development and demonstration, as a strong business case plays an important role in improving a technology’s likelihood of adoption down the road. For that reason, we work to ensure that applicants demonstrate the managerial, business planning, financial, strategic and technological expertise to bring their innovations to market.”

NRCan Clean Growth Fund

The Clean Growth Program (CGP) was a **\$155 million** investment in clean technology research and development (R&D) and demonstration projects in three Canadian sectors: energy, mining and forestry. This program covers five areas focused on pressing environmental challenges and economic opportunities facing Canada’s natural resource operations:

- Reducing greenhouse gas and air-polluting emissions
- Minimizing landscape disturbances and improving waste management
- Producing and using advanced materials and bioproducts
- Producing and using energy efficiently
- Reducing water use and impacts on aquatic ecosystems

Semi-finalists have been chosen with finalists announced late 2018.

NRCan Energy Innovation Program (EIP)*

The Energy Innovation Program (EIP) received \$49 M over 3 years from April 1, 2016 to March 31, 2019 to support clean energy innovation. Accelerating clean technology research and development is a key component of the Government of Canada’s approach to promoting sustainable economic growth and to supporting Canada’s transition towards a low-carbon economy.

Clean Energy Innovation key priority areas are: renewable, smart grid and storage systems; reducing diesel use by industrial operators in northern and remote communities; methane and VOC emission reduction; reducing greenhouse gas emissions in the building sector; carbon capture, use and storage; improving industrial efficiency.

Focus areas are:

1. Support the Demonstration of Next Gen Electric Vehicles
2. Support development of cleaner oil and gas technologies to help develop Canada's hydrocarbon resources in more sustainable ways.

NRCan Clean Energy for Rural and Remote Communities

There are 2 programs – Capacity Building and funding for bioheat/reduce diesel use demos and renewable energy deployment.

Export Development Corp (EDC) Cleantech Co-Investment Program (CCIP)

EDC and eligible partners (niche private-sector investors) provide financing to support the next generation of cleantech exporters in Canada. **To note** - In 2017, EDC provided a record \$1.5 billion in financing and support to nearly 200 cleantech companies in Canada.

Program of Energy Research and Development (PERD)

PERD is a continuing program that focuses on multiple priorities selected through consultation with participating federal recipients of funds. **(PERD only provides funding to federal departments and agencies. It is not a general funding or grant program for companies, associations or individuals.)**

Climate Action Fund

The Fund will provide up to \$3 million to support projects driven by, or in support of, students, youth, Indigenous Peoples and organizations, not-for-profit organizations, and small and medium-sized enterprises. The Climate Action Fund will strive to ensure that:

- Canadians are more aware of actions to address climate change;
- Youth, students, and Indigenous Peoples and organizations are engaged on clean growth and climate change initiatives; and
- Communities are better able to reduce greenhouse gas emissions and are more resilient to the impacts of climate change.

The Climate Action Fund supports the key objectives of Canada's national clean growth and climate action plan to make investments in climate solutions. Funding allocated.

About the Clean Growth Hub

The Clean Growth Hub is a whole-of-government focal point for clean technology focused on supporting companies and projects, coordinating programs and tracking results. The Hub also advances the Clean Technology and Innovation pillar of the Pan-Canadian Framework on Clean Growth and Climate Change, and, is part of the Innovation and Skills Plan.

How We Update You on Clean Tech Programs

Many more clean tech programs have been recently announced and many more will be announced in 2018. To keep abreast of the clean tech funding programs in Alberta as well as the federal initiatives, **sign up to receive the Summary of Clean Tech Funding Programs – See Pages 23-25 for the subscription offer.**

GLOBAL TRADE SUPPORT

This section highlights the main trade/export programs in Alberta and in Canada.

Global Affairs Canada - Canadian Trade Commissioner Service (CTCS): The CTCS offers an extensive network of international business contacts and hands-on knowledge of international markets through Canadian presence in more than 161 cities worldwide.

NEW Global Affairs – R&D Collaboration SEED Fund – The Canadian International Innovation Program (CIIP) Possibly Later This Program fosters and supports collaborative industrial research and development projects with high potential for commercialization between Canada and partner countries in collaboration with NRC. Check out - <http://tradecommissioner.gc.ca/funding-financement/ciip-pcii/index.aspx?lang=eng>

CanExport Marketing Initiative*: The CanExport program is very helpful to Canadian companies that are exporting and/or planning to export. This \$50M fund is administered through the Trade Commissioner Service (in partnership with NRC-IRAP) and provides matching funds to incent Canadian SMEs to explore a 'new' market.

Export Development Corporation (EDC): EDC offers programs to assist Canadian exporters. EDC is a financial crown corporation and provides security guarantees, buyer financing, supplier financing, working capital/project financing, insurance, bonding, export guarantees, direct lending services & more. EDC provides matchmaking connections to help Canadian companies sell and invest abroad and also provides financial solutions to foreign buyers to facilitate and grow purchases from Canadian companies.

To note EDC has expanded financing, insurance and knowledge products **specially for eligible cleantech companies starting to export**. Programs entail building credit strength, bank loans for early stage projects, working capital increases, large scale project support for project financing, and, capability to accelerate global growth with their private equity fund.

NEW Export Development Corp (EDC) Cleantech Co-Investment Program (CCIP)

EDC and eligible partners (niche private-sector investors) provide financing to support the next generation of cleantech exporters in Canada. **To note** - In 2017, EDC provided a record \$1.5 billion in financing and support to nearly 200 cleantech companies in Canada.

Canadian Commercial Corporation

A complementary service to EDC & the Trade Commissioner Service, more focus will now go into supporting Canada's cleantech and renewable energy sector.

DEFENCE INNOVATION FUNDING

NEW Innovation - Defence, Excellence and Security (IDEaS) Program*

The IDEaS program is looking for solutions to help resolve defence and security challenges. The CFP has 16 defence and security challenges. Check out <https://www.canada.ca/en/department-national-defence/programs/defence-ideas/current-opportunities.html>. **This program was announced in Calgary on April 9th.**

NEW IDEaS*: DND/CAF wants feedback from the innovation community on DND/CAF defence and security challenges for future IDEaS Sandbox test environments – closing date is September 19th, 2018. The IDEaS program looks for demo ready solutions for:

- Counter Micro and Mini Unmanned Aerial Systems
- Camouflage Against Surveillance Technology for Dismounted Soldiers
- Corrosion Detection in Ships
- Enhanced Small Arms Targeting Systems
- Stand-Off Detection of Explosives

(<https://www.canada.ca/en/department-national-defence/programs/defence-ideas/current-opportunities/sandbox-opportunities/sandbox-rfi-2018-1.html>)

BCIP – Military Portion

Up to \$1M for testing innovation with the Canadian Armed Forces.

NEW Defence Energy & Environment Strategy

Supporting energy efficiency, sustainable operations and green procurement. **Possibly Later**

Innovative Solutions Canada – Military Portion*

The ISC is a new procurement program dedicated to supporting the scale up and growth of Canada's innovators and entrepreneurs by having the federal government act as a first customer – 20 federal departments have been selected - each department has a budget of \$100M for contracting suppliers – including the Canadian Armed Forces. **This program was announced the 1st week of February 2018.**

OTHER KEY FEDERAL PROGRAMS

Build in Canada Innovation Program (BCIP)*: **Possibly – Could be a Long Shot** The Build in Canada Innovation Program (BCIP) helps companies' bridge the pre-commercialization gap by procuring and testing late stage innovative goods and services within the federal government before taking them to market.

Western Economic Development Initiative – The WINN*: **Possibly – A Long Shot** SME's respond to calls for proposals on specific initiatives.

Invest Canada – Community Initiatives (ICCI)

ICCI provides financial support to communities for their foreign direct investment (FDI) initiatives and activities.

CANADA'S INFRASTRUCTURE BANK*

As part of the Government of Canada's historic [Investing in Canada Plan](#) (over \$180B will be invested), the Canada Infrastructure Bank is an additional tool that provincial, territorial, municipal and Indigenous partners can use to build infrastructure across Canada. Projects the Bank invests in will contribute to Canada's long-term economic growth and support the creation of good, well-paying jobs for the middle class. The Bank's funds will attract private sector and institutional investment.

The Canada Infrastructure Bank will invest \$35 billion from the federal government into infrastructure projects. \$15 billion is sourced from the over \$180 billion Investing in Canada infrastructure plan, including - \$5 billion for public transit systems; \$5 billion for trade and transportation corridors; and, \$5 billion for green infrastructure projects, including those that reduce greenhouse gas emissions, deliver clean air and safe water systems, and promote renewable power.

In addition to this a 'Climate Lens' requirement – an assessment of how new infrastructure projects contribute to or reduce carbon pollution is required with an application.

RECENTLY ANNOUNCED PROGRAMS IN 2018

CALGARY: Opportunity Calgary Investment Fund*

The \$100-million fund offers opportunities for private sector companies, non-profits and public institutions making transformative investments in Calgary that will be catalysts for economic growth, diversification, increased employment, and expansion of the property tax assessment base. Check out: <https://www.calgaryeconomicdevelopment.com/initiatives/our-initiatives/opportunity-calgary-investment-fund/> **Intake is continuous.**

EMPLOYMENT / TRAINING FUNDING

This section highlights the 5 'main' employment and training programs for hiring or training technical personnel in Alberta and in Canada.

Green Jobs Science and Technology Internship Program (STIP) NRCan's (STIP) provides funding to eligible organizations for internships to assist youth find work experiences.

Youth Employment Strategy (YES) YES provides 3 programs – Skills Link, Career Focus and the Summer Work Experience Programs.

Information & Communications Technology Council Check out the Career Connect, Go Talent, Unlocking Global Talent, and, the IWES programs.

Employment & Social Development Canada – Career Focus Program The Career Focus Program is a career-related work experience.

Canada-Alberta Job Grant* Under the Canada-Alberta Job Grant, employers receive up to two-third of direct training costs per employee up to a maximum of \$10,000 per employee per year.

BDC PROGRAMS

BDC is the largest funder of cleantech startup sector (\$200M a year directly to companies and venture funds) and has shaken up its venture capital strategy. BDC is spinning off (1) Framework Venture Partners to support its private equity group and alternative investments group (appears to be primarily AI and scale ups), and, (2) a life sciences group as per its healthcare venture fund listed below.

Healthcare Venture Fund

The Healthcare Venture Fund invests in transformative Canadian companies that will dramatically increase healthcare productivity by reducing healthcare costs while improving patient health. BDC's experienced team manages \$270 million in capital across two different funds. The team is currently seeking investments in the drug, devices, diagnostics and digital health sectors.

Industrial, Clean and Energy Technology (ICE) Venture Fund*

BDC Capital's Industrial, Clean and Energy (ICE) Technology Venture Fund tailors its investments towards capital-efficient and scalable businesses enhancing resource productivity with the potential to operate across a global market. BDC invests in early and development stage Canadian companies and uses its experience in materials, electronics and ICT to build commercially successful global companies.

BDC – Women in Tech*

The WIT fund is dedicated to supporting women-led tech firms at the seed, series A and series B stages. BDC invests directly alongside accelerator partners, investors and other corporate venture partners, as part of a syndicate or as a lead investor, and indirectly in other funds. The WIT fund also supports and develops emerging women investors and women in STEM (science, technology, engineering and mathematics) considering entrepreneurship.

PROGRAMS FOR WOMEN RUNNING TECH BUSINESSES

ALBERTA WOMEN ENTREPRENEURS*

AWE offers loans of \$30,000 - \$150,000 for Alberta women for market-ready start-ups, business expansion projects, and business purchases as well as loans for leaseholds, equipment, operating capital and more.

BDC – Women in Tech*

The WIT fund is dedicated to supporting women-led tech firms at the seed, series A and series B stages. BDC invests directly alongside accelerator partners, investors and other corporate venture partners, as part of a syndicate or as a lead investor, and indirectly in other funds. The WIT fund also supports and develops emerging women investors and women in STEM (science, technology, engineering and mathematics) considering entrepreneurship.

Women Entrepreneurship Fund (WES)*

Supporting women entrepreneurs with export market expansion. **Nov 15th deadline.**

Impact Canada Initiative – Cleantech Impact Program

The Women in Cleantech Challenge offered 5 women to develop their idea into a marketable clean tech solution and compete for \$1M prize. **Contestants awarded.**

Please stay tuned for more updates on funding programs supporting women led businesses.

SCIENTIFIC RESEARCH & EXPERIMENTAL DEVELOPMENT

Federal Scientific Research and Experimental Development

The Scientific Research and Experimental Development (SR&ED) Program is a federal tax incentive program to encourage Canadian businesses of all sizes and in all sectors to conduct research and development (R&D) in Canada.

Alberta Scientific Research and Experimental Development

The Alberta Scientific Research and Experimental Development (SR&ED) tax credit benefits businesses of all sizes and in all sectors that conduct research and development that will lead to new, improved or technologically advanced products or processes.

NAVIGATING THE INNOVATION FUNDING LANDSCAPE

Without capital, a business will not grow. For your company to successfully secure innovation funding, it is very important that you plan ahead, and, in some cases, many months ahead. Here are a few tips that will assist you become more successful at securing innovation funding.

Plan Ahead by Building an Innovation Funding Road Map: The best place to start is to map out the funding programs that meet your requirements. Just like planning a trip, a road map assists us directly, and, most effectively and efficiently to the best sites and assures us that we don't miss anything.

Strategic Timelines assists you build an innovation funding road map that provides you with the information that you need so that you won't miss out on important funding programs that could provide financial leverage for your development and commercialization journey. Next step is to determine the most cost effective and efficient way to move forward to secure innovation funding.

Execute on 3 Key Strategies for Securing Innovation Funding: If you don't have a winning strategy for securing innovation funding in this competitive environment, you need one. Besides assisting you prepare a winning funding submission, Strategic Timelines assists your company with 3 additional strategies that have the impact required to get the funder's attention.

The Difference Between Preparing a Funding Submission vs Writing an Application: Many businesses think that securing innovation funding is about 'writing' an application. With fierce competition for funding, a submission needs to be prepared to include your business plan, marketing / sales plan, financial projections, market assessment & competitor analysis to prove out your business model. Funding agencies need to be assured that your innovation will add to Alberta's and Canada's economy. Think about preparing a funding application with the same acumen and effort that you'd expend for financing or investment submissions. (**To Note:** These same supporting documents are required for financing and seed capital submissions which we can assist you with as well.)

LEARNING MORE ABOUT INNOVATION FUNDING

We provide you with 3 subscription options to keep you in the know.

1. This **OVERVIEW of the 100+ MAIN FUNDING PROGRAMS** comprehensively overviews the key funding programs that technology driven businesses that need to be aware of.
2. The **IN-DEPTH SUMMARY** provides more in-depth information on 100++ funding programs **including the clean tech programs (Option 3)**. The In-Depth Summary will quickly direct you to the funding programs that best fit your development and commercialization requirements. Your online research time will be dramatically decreased and you'll find that it will be easier to quickly determine if a funding program meets your requirements. For companies with more complex multi-funding strategies, you and your Team will reduce your research time by hundreds of hours.
3. The **CLEAN TECH SUMMARY** provides in-depth information on the **Alberta & Canada wide funding programs for clean tech initiatives – all in one document!**
4. The **Summary of Alberta's Climate Leadership Plan – save your time and become quickly informed!**

SUBSCRIPTION OPTIONS

If you need to be apprised of innovation funding programs over the long term or over the short term, here are 3 options to assist you stay on top of the changing and growing innovation funding landscape.

Option 1: The Overview of the 100+ Main Federal & Provincial Innovation Funding Programs

You'll find **100+** funding programs briefly described in only 18 pages so that you become quickly apprised of funding programs for further research. This option Includes timely funding updates. **This option is open to any technology driven company or individual who needs to know about funding programs for their development and commercialization initiatives. This option is also available for any organization serving the tech community that wishes to post the Overview on your website for your members. Distribution: For Public Distribution**

The following options are for subscriber use only and not for public distribution.

Option 2: The In-Depth Summary of the 100++ Federal & Provincial Innovation Funding Programs

For technology driven businesses that need comprehensive information on all funding programs **including cleantech programs**, this 84 page In-Depth Summary will more than adequately meet your requirements. This option is best for technology driven businesses that need to build a comprehensive understanding of all funding programs available to their company.

\$1500 annually and \$75/monthly for an annual subscription with updates.

Option 3: The CleanTech Summary

For technology driven businesses that need to be in the know about all of the clean tech programs, the CleanTech Summary will keep you apprised as new programs are announced.

\$750 annually and \$75/monthly for an annual subscription with updates.

NEW! Option 4: A Summary of Alberta's Climate Leadership Plan & Innovation Funding Programs

This Summary is for technology driven businesses that need to be in the know about the Climate Leadership Plan and don't have the time to review it and/or determine the connect with innovation funding programs arising from the CLP.

\$275 for this one-time edition.

SUBSCRIPTION OPTIONS FOR CORPORATIONS – 51+ EMPLOYEES

For larger organizations that wish to distribute any one of the above options throughout your company or government department, please call for corporate rates.



CHOOSING YOUR SUBSCRIPTION OPTION

Please Check your Preferred Option & Circle Yes or No if You'd Like the Annual Subscription with Updates and then email this page to info@strategictimelines.com

1. **An Overview of the 100+ Main Federal & Provincial Innovation Funding Programs for Technology Driven Businesses.**

FREE _____

+ Annual Subscription with Updates (Circle) Yes or No

2. **An In-Depth Summary of the 100++ Federal & Provincial Innovation Funding Programs including a summary of the cleantech programs (Option 3 listed below).**

\$1500 + GST _____

+ Annual Subscription with Updates \$75/month + GST (Circle) Yes or No

3. **A Summary of the CleanTech Programs.**

\$750 + GST _____

+ Annual Subscription with Updates \$75/month (Circle) Yes or No

4. **NEW! A Summary of Alberta's Climate Leadership Plan & Innovation Funding Programs**

\$275 + GST _____ A One Time Edition

Payment Method

Your Full Name _____ Company Name _____

Your Email Address _____

Method of Payment: (Please Circle): Visa, MC, Cheque, Email Transfer

IF Credit Card, provide the # _____

IF Credit Card – Full name as it as it appears on the card _____

Expiry date – Month _____ Year _____ CSC _____

CIRCLE Under 20 employees 21-50 Employees Corporation 51+ Employees

WHY STRATEGIC TIMELINES INC.?



Strategic Timelines Inc. assists manufacturing, engineering, technology & technical firms build strong and sustaining business foundations for launching their initiatives whether they are **Starting, Growing, Funding or planning for Exit.**

Brief Background: When the consultancy was first started in 1987, many clients were manufacturing companies who needed assistance preparing applications to secure large government grant programs to support their technology developments and/or ISO implementation. These clients also required market research, competitor research and customer research to assess the feasibility of bringing new products or services to existing and/or new markets. In the late 1990's and into 2000, consulting services focused on assisting micro to mid-size professional services, engineering, technical & technology companies build strategic business plans, operating (action) business plans, and, marketing strategies & plans for immediate execution supported with follow-on coaching.

Today's Focus: Strategic Timelines works exclusively with technology driven businesses to assist them secure innovation funding, financing and investment – and as importantly, build sound business and marketing plans for generating revenues. Key to successfully securing funding is your company's growth potential supported by sound business and marketing strategies, and, run by proven managers (and/or coached by proven advisors) with the capabilities to execute to get results.

Our Approach: We specialize in preparing winning innovation funding submissions along with the required supporting documents with impactful content and strategies. The supporting documents required for most funding submissions are your up-to-date business and marketing/sales strategies along with your Business Plan, Operations Plan, Marketing/Sales plan, 3 Year Financial Statements, and, 3 - 5 year Financial Projections – all supported by market assessment and competitor analysis to prove out the business model as well as serve as a road map for building a sustaining, growing business. **This approach significantly increases the odds of your company securing funding, financing and/or investment.**

Education & Specialization: Eileen Ashmore, MBA, CMC is a **Technology Funding Specialist.** Over the last 30+ years, Eileen has worked with hundreds of B2B companies. Eileen has an MBA specializing in Marketing & Distribution Systems & holds the Certified Management Consulting (CMC-Canada) designation. With Eileen Ashmore's expertise and experience with B2B-SME's, you'll become quickly oriented to what you need to do to move forward to capitalize on opportunities while shoring up your weaknesses.

Prior to working in the management consulting industry, Eileen worked in the personal financial planning field and as a stock broker with RBC Dominion Securities.

Volunteer History: Past volunteer with the Salvation Army, Toastmasters and Medical Mercy Canada.