

StrategicTimelines
Planning with Precision



An Overview of the 40 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 RECENTLY ANNOUNCED FUNDING PROGRAMS, SEE PAGE 9.)**

Upcoming Seminar Announcement: Connecting the Dots: Would you like to learn more about 'Optimizing Your Funding & Financing Options'? Join Jennifer Wong of the ATB Entrepreneur Centre & Eileen Ashmore of Strategic Timelines Inc. on Thursday Sept 21st Noon to 1. This presentation is specifically focused on funding and financing for technology driven companies in development and/or commercialization. (This presentation is also excellent information for start ups so that they can plan ahead.) To find out more: check out:

<https://atbentrepreneurcentre.com/events/optimizing-your-funding-financing-options/>

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SECURING INNOVATION FUNDING IN 2017!



Welcome to the World of Innovation Funding!

Innovation funding programs over the last 10 years have grown exponentially. Never before has there been as many innovation funding programs and support services to assist technology driven businesses move forward with development and commercialization work. Ten 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. Today there are 40 'main' programs that every technology driven business in development or commercialization in Alberta need to know about!

But, in actual fact, there are over 80 innovation funding programs that Alberta technology driven business can tap into 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.

This Overview is designed as a guide to assist you understand the funding arena, and most importantly, which funding programs have the most potential for leveraging your initiatives.

Strategic Timelines Assists Technology Driven Businesses Secure Funding

For companies that are completely mystified by where to start, or, do not have the time, energy or resources to prepare funding submissions, Strategic Timelines is available for hire to assist your company navigate the funding system and secure innovation funding. If your company is eligible for innovation funding, financing or investment, Strategic Timelines will assist you prepare your submission(s) in such a way that **significantly increases the odds of securing funding**. Throughout this Overview you'll see programs with an asterisk *. Strategic Timelines can assist your company prepare these submissions. The non-asterisk programs are ones that your company can apply for directly.

Are You Looking for Consulting or Advisory Services that are Funded?

In addition to assisting your company secure innovation funding, funding is available for contracting 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 ** this indicates programs where specific consulting services are funded.

The following provides information on the 40 'Main' Provincial and Federal Funding Programs.

PROVINCIAL GRANT PROGRAMS

Alberta Innovates

There are 15 granting programs with Alberta Innovates (AI). The following summarizes the 5 main programs plus the newly announced 2017-18 Accelerating Food Innovation.

Micro-Voucher**

The Micro Voucher provides funding for market, export readiness and intellectual property assessments and a number of other initiatives. The Applicant must pay a minimum cash contribution of 25% of the Project Costs directly to the Service or Product Provider. **Strategic Timelines Inc. is a service provider for this program for conducting market assessments and competitor analysis.**

Investment Voucher Program**

This program is intended to fund the SME working with a Project Partner to advance the technology closer to commercialization. Projects could involve R&D, design, & engineering leading to prototype development, and, also advanced business strategies, marketing strategies and market assessments. **Strategic Timelines Inc. is a service provider for building 'advanced market assessment, advanced business strategies and/or advanced marketing strategies' projects.**

Product Demonstration Program (PDP)*

The PDP is designed to support technologies in the more advanced stages of development to showcase the performance 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*

The Commercialization Associates Salary Grant addresses the growing need for hiring highly trained business and management personnel in Alberta high-tech industries with the objective of increasing business and marketing expertise.

2017-18 Accelerating Food Innovation

This program is designed to provide funding for applied research and product development.

TECTERRA - Geomatics Technology Innovation

TECTERRA supports the commercialization of geomatics technology with 8 programs – here's an overview of the 5 'main' programs.

Commercialization Support Services Funding Program (CSS)**

The CSS program is designed to build your company's management capacity. Up to \$50,000 in grant funding is available per year. This program assists to address the major challenges to the success of new geomatics business ventures for specialized business knowledge and the initial resources available to small companies to acquire and use this knowledge. It does this by offering Canadian geomatics entrepreneurs the 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 & customer research, financing options and exit strategies, entrepreneurial coaching and other management capacity building assistance.

GEO Placement Program

This program is designed to create economic value by facilitating the engagement & employment of a Highly Qualified Person (HQP).

Tradeshow Attendance Program (TAP)

This program provides sponsorship funding to assist geomatics technology entrepreneurs and professionals attend relevant industry events, tradeshow and conferences.

Industry Investment Projects*

This program focuses on providing financing for all phases of product development and commercialization.

Note that the applicant must have a Business Plan intact – Strategic Timelines can assist you preparing this application, and, with building your Business Plan.

Market Launch Program*

This program is a new 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 can assist you with preparing this application, and, with building your Marketing Plan.**

Other Alberta Initiatives

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.

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 Employment Program

Up to \$30,000 in contribution funds per graduate for 6 to 12 months' employment is 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.

The Collaborative Research and Development (CRD) Grant

The CRD grant is intended to give companies that operate from a Canadian base access to resources available at Canadian postsecondary institutions and to train students in essential technical skills.

The Applied Research and Development (ARD) Grant

The ARD grant is intended to provide companies that operate from a Canadian base access to resources at Canadian colleges and to train students in essential technical skills required by companies.

The Experience Awards

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

The Engage Grant*

A university or college researchers can apply to launch a research collaboration with an industrial partner through a short term research and development (R&D) project that applies their expertise to address a company challenge.

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 expertise
- 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.

OTHER KEY FEDERAL PROGRAMS

Build in Canada Innovation Program (BCIP)*: 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: SME's can apply for funding for a variety of tasks that are essential to taking a product from the R&D stage to the market such as product testing and technology demonstrations, equipment purchases and installation, regulatory approval, marketing and intellectual property protection.

CLIMATE CHANGE INNOVATION FUNDING

This section of the Summary highlights the main GHG reduction programs in Alberta and in Canada.

Emissions Reduction Alberta* (ERA): This program targets emission reductions from energy efficiency projects that demonstrate significant, verifiable, immediate, and sustainable reductions in GHG emissions. **The \$50 Million ERA Oil Sands Innovation Challenge** has just been announced with a call for EOI submissions.

Sustainable Development Technology Canada (SDTC)* TRL 7 & 8: SDTC operates as a not-for-profit corporation and helps to commercialize clean technologies.

Natural Resources Canada Energy Innovation Program*(EIP): The Energy Innovation Program (EIP) supports innovation in the clean energy sector by providing funding for research, development (R&D) and demonstration projects.

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.

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) provides matching funds to incent Canadian SMEs to explore a 'new' market.

Alberta Export Expansion Package: The Alberta Export Expansion Package supports Alberta businesses looking to enter new international markets. The package provides \$9M over 3 years (\$3M each year) between 3 new programs – the Export Support Fund, the Global Buyers and Investors Program, and, the Export Readiness Program.

Export Development Corporation (EDC): EDC offers extensive programs to assist Canadian exporters. EDC provides security guarantees, buyer financing, supplier financing, working capital/project financing, export guarantees, direct lending services & more.

EMPLOYMENT / TRAINING FUNDING

This section highlights the 6 '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 in finding 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 Business Network – Wage Subsidies

Check out the numerous wage subsidy programs at: <http://canadabusiness.ca/eng/page/2739/sgc-48/>

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. **(Training can be delivered by Strategic Timelines on how to prepare innovation funding applications, business plans and marketing / sales plans. Also training can be provided for how to do a market assessment and a competitor analysis.)**

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.

RECENTLY ANNOUNCED FUNDING PROGRAMS

The following 5 programs have been recently announced.

The Supercluster Initiative: Under the Federal Government's Innovation and Skills Plan, \$950 million will be invested to March 31st, 2022 into superclusters for building 6 sectors of the economy - advanced manufacturing, agri-food, clean technology, digital technology, health/bio-sciences and clean resources.

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 1) (2) Firm Expansion and Growth (Stream 2), and (3) Investment Attraction & Reinvestment (Stream 3).

\$50 Million ERA Oil Sands Innovation Challenge*: ERA is seeking innovative technologies that reduce GHG emissions and improve the cost competitiveness of bitumen production and processing regarding Prototype Development and Testing, Field Pilot and Demonstration for advancing oil sands technology for projects.

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 Low Carbon Economy Challenge - \$600M Stream*: Projects selected will be the ones that will best reduce greenhouse gas emissions and generate clean growth. This stream will be formally launched Fall, 2017.

NAVIGATING THE INNOVATION FUNDING LANDSCAPE

Without capital, a business will not grow. To be successful securing innovation funding it is very important for your business to plan ahead. Here are a few tips that will assist you be 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 is needed to minimize complexities and to be sure to take in the best sites and not miss anything. The same is true for navigating the innovation funding landscape. Building an innovation funding road map will provide you with the information that you need so that you won't miss out on important funding programs that could assist you in your development and commercialization journey. Call today to find out more building an innovation funding road map. Depending on your requirements, this may take anywhere from 4 hours to 4 days' time to complete.

Execute on 3 Main Strategies for Securing Innovation Funding: If you don't have a strategy for securing innovation funding in this competitive environment, you need one. Besides preparing an excellent submission, SMEs need to position their submissions with 3 main strategies to get the funder's attention.

The Difference Between Preparing a Funding Submission vs Writing an Application: Many technology driven businesses have come up against a wall with thinking that securing innovation funding is about 'writing' an application. Writing an application is a 'passive' action. 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**. Proving out your business model is done by showing that your company is capable of generating revenues and generating net income. Think about preparing a funding application with the same acumen and effort that you'd expend for financing or investment submissions. The good news is that the very same supporting documents are required for financing and seed capital submissions (which Strategic Timelines can assist you with as well.)

Would You Like to Learn More about Innovation Funding? We provide you with 3 subscription options to keep you in the know. Firstly, there is no charge for this Overview or signing up to receive updates and funding bulletins through our newsletter.

For companies that would like more detailed information, we have two paid subscription options:

1. A 25 page summary of the 40 main funding programs provides twice as much information as this Overview and it includes tips and funding details.
2. An 80+ page Summary provides in-depth information on 80+ funding programs as well as an overview Alberta's growing eco-system, service providers, financing programs, seed/VC firms, and also short summaries of Alberta and Federal budgets as related to innovation funding programs and services supporting technology growth. This In-Depth Summary will quickly orient you and your team to the array of funding programs available to your company and will not only eliminate hundreds of hours of research time but also be the go-to document that all of your managers can use. (What might be very useful for your company is to customize this document as per your specific requirements – call to find out more on this.)

Here are the three subscription options for technology driven businesses under 20 Employees.

Option 1: A 12-page Overview of the 40 Main Federal & Provincial Innovation Funding Programs for Technology Driven Businesses.

Subscription: FREE upon request including updated Overviews of the latest funding information.

Newsletter Subscription & Funding Updates: FREE upon request.

Distribution: For Public Distribution

Option 2: A 25-page Summary of the 40 Main Federal & Provincial Innovation Funding Programs for Technology Driven Businesses.

One Time Purchase: \$300 (For companies that are in development and/or commercialization, this option also includes a one to two hour consultation to assist you navigate the funding landscape.)

Subscription: \$150 + \$25/month to receive updated Summaries with the latest funding information.

(For companies that are in development and/or commercialization, this option also includes a one hour consultation to assist you navigate the funding landscape.)

Newsletter & Funding Updates Subscription: FREE

Distribution: Subscriber use only - Not for Public Distribution

Option 3: An 80+ page In-Depth Summary of the 80+ Federal & Provincial Innovation Funding Programs for Technology Driven Businesses.

One Time Purchase: \$600 (For companies that are in development and/or commercialization, this option also includes a two to four hour consultation to assist you navigate the funding landscape.)

Subscription: \$300 + \$50/month to receive updated Summaries with the latest funding information.

(For companies that are in development and/or commercialization, this option also includes a one to two hour consultation to assist you navigate the funding landscape.)

Newsletter & Funding Updates: FREE

Distribution: Subscriber use only - Not for Public Distribution

To subscribe, email info@strategictimelines.com to sign up for the option that best suits your requirements. (If your company is larger than 20 employees or a government department, consultancy, non-profit organization or would like to partner with Strategic Timelines, please call for more information.)

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 clients 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 works with technology driven businesses. Strategic Timelines Inc. assists technology driven businesses secure innovation funding, financing and investment. Funders, financiers and investors are looking to invest in technology driven businesses with growth potential that have sound business and marketing strategies, and, are run by proven managers (and / or coached by proven advisors) with the capabilities to execute to get results.

Our Approach: We specialize in preparing innovation funding submissions along with the required supporting business tools. The business tools required for most funding submissions entails building business and marketing strategies along with business plans and marketing plans. These plans must be 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 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 and capitalize on opportunities while shoring up your weaknesses.

Prior to working in the management consulting industry, Eileen Ashmore worked in the personal financial planning field for 4 years and as a stock broker for a brokerage firm for 4 years.

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