

StrategicTimelines
Planning with Precision



An Overview of the **80+! 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**

RECENTLY ANNOUNCED CLEAN TECH FUNDING PROGRAMS – SEE PAGES 11 – 13

RECENTLY ANNOUNCED FUNDING PROGRAMS – SEE PAGE 14

NEW – DEFENCE INNOVATION FUNDING PROGRAMS – SEE PAGE 10

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

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**(The OVERVIEW does not include funding programs for purchase of assets or
operating costs. If financing is required, please call to discuss
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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. 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. In 2017, there were 40 main funding programs. Today there are **80+!** '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 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. (These 100+ programs are described in the In-Depth Summary – see pages 17 -19.)

This Overview is designed as a guide to assist you identify the 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* in this Overview, this is a funding program where we offer assistance preparing the submission.**

In addition to assisting your company secure innovation funding, funding is also available for contracting our 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 ** in this Overview, this is a funding program where you can contract consulting services with Strategic Timelines Inc.**

The following provides an overview of the 80+! '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

There are many granting programs with Alberta Innovates (AI). The following overviews the main programs.

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.

2017-18 Accelerating Food Innovation

This program is designed to provide funding for applied research and product development leading to new or approved food ingredients or bioactives, food products, supplemented foods, or natural health products.

Alberta - Jalisco Program

The Alberta-Jalisco program is designed to provide opportunities for Alberta, Canada and 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.

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.

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.

Other Alberta 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.

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 CLEAN TECH SECTION ON PAGES 11-13 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.)

ALBERTA TAX & CAPITAL 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.

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.

The Engage Grant

A university or college researcher(s) 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.

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.

More about this program in future editions of the Overview.

[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

DEFENCE INNOVATION FUNDING

NEW Innovation for 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.

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.

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.

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

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.

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 respond to calls for proposals on specific initiatives.

CLIMATE CHANGE INNOVATION FUNDING

This section of the Summary highlights the main GHG reduction programs in Alberta and in Canada. Please note to check the website for each of these programs as many are not open at this time and some will re-open for EOI's into 2018.

\$1.4 BILLION INNOVATION FUNDING - THE ALBERTA CLIMATE LEADERSHIP PLAN (7 Years)

The innovation funding programs are in five categories:

- 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.)**

Emissions Reduction Alberta* (ERA): This program targets emission reductions from energy efficiency projects that demonstrate significant, verifiable, immediate, and sustainable reductions in GHG emissions.

ERA - \$35M Industrial Efficiency Challenge

As per, Alberta's \$1.4B Climate Leadership Plan, this challenge focuses on industrial GHG reduction initiatives. Check out ERA's website for more information.

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. [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

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 – watch for the next challenge
4. Clean Technology Business Innovation (CTBI) Voucher program – audit assistance & low carbon adoption/implementation in current facilities.
5. Clean Technology Facilities Support program – enhancement of current R&D facilities - Not accepting applications at this time
6. Clean Technology Large-Scale Demonstration and Innovative Deployment (ERA) – watch for the next challenge.

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) will be made available through the Ontario Centers for Excellence (OCE). The projects represent strategic collaborations to solve key industry challenges in both Ontario and Alberta.

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.

Alberta Custom Energy Solutions

The \$88-million Alberta Custom Energy Solutions program is supported by funding from the Alberta government through Energy Efficiency Alberta, and the federal government through the Low Carbon Economy Leadership Fund, over three years for industrial and commercial facilities in a broad range of sectors for incentive funding for custom energy upgrades. Funding will be available on a wide variety of equipment and systems such as heat recovery, combined heat and power, steam, compressed air, refrigeration, and more.

Bioenergy: \$63 million

Alberta has an existing Bioenergy Producer Program, which will be adjusted to provide grants only to dedicated biofuel-producing facilities. These include:

- Liquid biofuels such as biodiesel, ethanol and pyrolysis oil.
- Biogas electricity production from farm-based anaerobic digesters.
- Electricity produced from wood by-products (biomass).

Green loan guarantees: \$400 million

The government will underwrite commercial loans for qualified organizations that want to invest in energy efficiency and renewable energy. These green loans help encourage additional investment in projects that reduce emissions, while also reducing lending risks for financial institutions and potentially lowering interest costs.

LOW CARBON ECONOMY FUND Low Carbon Economy Challenge – Champions Stream

The \$2 billion Low Carbon Economy Fund is part of the Pan-Canadian Framework on Clean Growth and Climate Change. The Champions Stream has just opened up for EOIs. Open to businesses, communities, non-profits and all, to reduce GHG and create clean growth.

GREEN INFRASTRUCTURE – DEMONSTRATION COMPONENT - \$188M

This program focuses on a number of initiatives – Smart Grids, Energy Efficient Buildings R&D, Emerging Renewable Energy and Clean Energy of Rural and Remote Communities.

NRCan \$100M SMARTGRID Program

This program is designed to support more smart grid systems. The first EOI was March 3rd, 2018.

Clean Energy for Rural and Remote Communities

This program is seeking proposals to reduce the reliance of rural and remote communities on diesel fuel for heat and power. Proposals will need to demonstrate local community support and outline the community benefits of the project, particularly for Indigenous communities. The project must fit into one of the following streams: bioheat to reduce fossil fuel use, innovative demonstrations to reduce diesel use, and deployment of renewable energy technologies for electricity.

GREEN INFRASTRUCTURE – DEPLOYMENT - \$481M

\$481M will be made available for deployment in 4 streams: Smart Grids, Renewables, reduction of diesel use in Rural and Remote Communities and Electric Vehicle Infrastructure.

Natural Resources Canada’s 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 (collectively, R&D) projects – all for supporting Canada’s sustainable economic growth and the achievement of Canada’s long-term GHG reduction goals. There are 3 focus areas: 1) support the demonstration of Next Gen Electric Vehicles, 2) support development of cleaner oil and gas technologies (The LOI first round of funding closed on March 5th, 2018), and, 3) proposals will be requested from time to time in a number of strategic priority areas.

Natural Resources Clean Growth Program (CGP)

\$155 million for clean technology research and development (R&D) and demonstration projects in Canada’s energy, mining and forestry sectors.

BDC \$700M Financing for CLEANTECH

As of January 2018, ISED announced that up to \$700 million in financing through BDC over the next five will be made available to grow Canada’s clean technology industry, protect the environment and create jobs.

Agriculture Clean Technology Program

Support for precision agriculture and agri-based bioproducts.

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 17-19.**

RECENTLY ANNOUNCED PROGRAMS in 2017 & 2018

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. **Intake is continuous.** Check out:

<https://www.calgaryeconomicdevelopment.com/initiatives/our-initiatives/opportunity-calgary-investment-fund/>

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.**

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 (Stream3), and, (4) Networks (Stream 4) for collaboration, between academia, non-profits and the private sector. (Stream 4 has not yet been announced.)

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.

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

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.

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.

Impact Canada Initiative – Cleantech Impact Program

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

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 most effectively and efficiently takes in 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. (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 5 subscription options to keep you in the know.

1. This **OVERVIEW of the 80+ MAIN FUNDING PROGRAMS** comprehensively overviews the key funding programs that technology driven businesses that need to be aware of.
2. The **SUMMARY OF THE 80+ MAIN FUNDING PROGRAMS** provides more in-depth information on each funding program. The 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.
3. **NEW** The **CLEAN TECH SUMMARY** provides in-depth information on the **Alberta & Canada wide funding programs for clean tech initiatives – stop searching – all programs are in this document!**
4. The **IN-DEPTH SUMMARY** provides information on 100++ funding programs. For companies with more complex multi-funding strategies, you and your Team will reduce your research time by hundreds of hours.
5. **The IN-DEPTH SUMMARY AND CLEAN TECH SUMMARY are conveniently packaged in one document.**

SUBSCRIPTION OPTIONS FOR TECH COMPANIES - 21 – 50 EMPLOYEES

If you need to be apprised of innovation funding programs over the long term or over the short term, here are 5 options to assist you stay on top of the changing and growing innovation funding landscape.

Option 1: The Overview of the 80+ Main Federal & Provincial Innovation Funding Programs

You'll find 60+ funding programs briefly described in only 8 pages so that you become quickly apprised of funding programs for further research. This option Includes timely funding updates if you subscribe to our newsletter. **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 Summary of the 80+ Main Federal & Provincial Innovation Funding Programs

For businesses planning ahead to secure funding over a 2 – 3 year period, this Summary will provide more information per funding program so that you can map out your funding requirements and conduct further in-depth research as required.

\$500 annually and \$25/monthly for regular 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 your apprised as new programs are announced.

\$500 annually and \$25/monthly for regular updates.

Option 4: The In-Depth Summary of the 100++ Federal & Provincial Innovation Funding Programs

For technology driven businesses that need comprehensive information on all funding programs, the In-Depth Summary will more than adequately meet your requirements.

\$1250 annually and \$50/monthly for regular updates.

Option 5: The In-Depth Summary of the 100+ Federal & Provincial Innovation Funding Programs PLUS the CleanTech Summary

This option is best for technology driven businesses that are clean-tech focused but also need to build a comprehensive understanding of all funding programs available to their company.

\$1500 annually and \$50/month for regular updates.

SUBSCRIPTION OPTIONS FOR TECH COMPANIES - 20 EMPLOYEES OR LESS

If your tech company is under 20 employees, the annual fee for each subscription option is 50% of the above subscription fees. (If you wish to receive regular updates, the monthly fee remains the same as above.) This option is also open to individuals who work in larger companies like banks, government departments or funders.

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 OPTION

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

1. The Overview of the 80+ Main Federal & Provincial Innovation Funding Programs for Technology Driven Businesses

FREE _____ Regular updates – Newsletter Sign up (Circle) Yes or No

2. The Summary of the 80+ Main Federal & Provincial Innovation Funding Programs for Technology Driven Businesses

\$500 + GST _____ Regular Updates \$25 (Circle) Yes or No

3. The Summary of the CleanTech Programs

\$500 + GST _____ Monthly Updates \$25 (Circle) Yes or No

4. The In-Depth Summary of the 100++ Federal & Provincial Innovation Funding Programs

\$1250 + GST _____ Regular Updates \$50 (Circle) Yes or No

5. The In-Depth Summary of the 100++ Federal & Provincial Innovation Funding Programs & the CleanTech Summary

\$1500 + GST _____ Monthly Updates \$50 (Circle) Yes or No

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

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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, and, your 3 Year Financial Statements and 3 to 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.