

## Guidelines for Group Learning Activities through CCM

### What is CCM?

The **Commercialization Consulting and Mentoring (CCM) Program** provides funds to support businesses and institutions in the final stages of commercializing a new product, technology or process. CCM is a program of LearnSphere, in collaboration with the Atlantic Canada Opportunities Agency (ACOA).

Most of the time, CCM funds are used by applicants to [hire consulting or mentoring expertise](#). Sometimes, the funds can be used to **host group learning activities to improve knowledge and preparedness for commercialization**.

### Who can apply to CCM for group learning activities?

- ✓ Applicants must be one of the following:
  - University or Community College
  - Research Institution (excluding federal labs)
  - Non-Profit Organizations with an Economic Development/Business Support mandate
- ✓ Applicants must have their Head Office registered and operating in one of the four Atlantic Provinces (New Brunswick, Prince Edward Island, Nova Scotia or Newfoundland & Labrador).
- ✓ All industry sectors are eligible except softwood lumber, retail/wholesale, real estate, government services, and services of a personal or social nature.
- ✓ Applicants must demonstrate that the proposed activity contributes towards improving knowledge and skills of the commercialization process.

### What kind of help is available?

CCM can reimburse up to **65% of eligible costs (before tax), to a maximum of \$16,250**. At least 35% of the total cost must be contributed by the Applicant, and ideally 10% is paid by the participants in the learning activity. All sources of funds must be identified.

The total cost of hosting a group learning activity must be at least \$5,000 (before taxes) in eligible costs.

The Applicant must **cash flow** the project. CCM will **reimburse** the contribution amount after the activity is completed, all costs have been paid by the Applicant, and a claim has been submitted. To assist with cash flow, LearnSphere can make two progress payments during the project, if the applicant provides proof of payment of the percentage of project costs incurred, and proof of work completed.

### What kind of learning activities are eligible?

Eligible group learning activities may include **workshops and demonstrations**. The ideal participant in a CCM group learning activity has a new product, technology or process that is market-ready. Topics

should focus on getting the participant through Gate 4 or 5 of the Stage-Gate® Product Innovation Process:



Group learning activities must focus on improving knowledge and preparedness for commercialization. Organizations wishing to host a learning session may apply for funds to cover eligible costs.

### **What are eligible costs?**

The following costs are eligible for reimbursement:

- Consulting costs associated with developing and delivering a training session for a group of SMEs, or representatives of universities, research institutions and other strategic partners.
- Other costs that may be associated with bringing in an expert/consultant, such as travel costs (as per federal government guidelines).
- Costs associated with hosting a learning event (venue rental, equipment, etc.).
- Marketing and promotion of the event.
- Translation.
- Administration fee (no more than 10% of total costs).

Conversely, the program does not support individuals wishing to attend a training session, therefore costs associated with that type of activity are ineligible.

### **Contracting, Claims and Reporting Requirements**

If the application is approved, a contract will be issued by LearnSphere to the Applicant. The contract can be dated, and eligible costs incurred, as of the date the application is received.

Applicants must agree to the possibility of a future audit and be willing to participate in program evaluations. Specifically, this means providing baseline information at the start of the activity, follow-up information when the activity is completed, and participation in a survey up to four years later.

The Applicant must consent to participation in public announcements and other marketing activities for CCM, and to the inclusion of their project results in reports to the ACOA, the program's funder.

Applicants who do not comply with all contract requirements will not be eligible for future assistance.

### **The Application Process**

Application Forms are available online at [www.learnsphere.ca](http://www.learnsphere.ca) or by contacting LearnSphere.

Applications should be supported by a complement of information to assist in the evaluation (refer to the Application Check List). Additional information may be requested at any point in the evaluation process. Each application will be evaluated using a pre-determined grid, which measures the overall strength of the application and the degree to which it responds to CCM's overall goals and criteria.

Applicants will be notified of the evaluation outcome as soon as possible, usually within four to five weeks of receipt of the application form and supporting materials.

The CCM [Accountability and Management Framework and Redress Provision](#) is available online.

### **Contact**

If you have any questions about the program, please contact LearnSphere:

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