

## Program Guidelines

### Program Rationale

The E -tools for Exporting Program is designed to assist New Brunswick- based small to medium-sized enterprises (SMEs) to increase their exporting performance. It provides a financial contribution, in the form of a reimbursement, for the development and/or implementation of select e-tools. This program is intended to complement existing programs available through both the Federal and Provincial governments.

***For the purposes of this program, exporting is defined as sales of products and/or services for use in regions outside of Canada. Sales to an international company, for the use of product and/or services within Canada, is not eligible.***

The E-tools for Exporting Program is a New Brunswick initiative, managed by LearnSphere Canada with financial assistance from the Atlantic Canada Opportunities Agency.

### Program Objectives

Applicants must demonstrate that the proposed activity meets one or more of the program objectives:

- Improve export performance
- Improve overall capabilities and skills of entrepreneurs

### Eligible Applicants

- Small to medium-sized enterprises (SMEs) which are currently exporting or plan to export
- E for E is open to many industry sectors with the exception of: retail/wholesale, real estate, government services, personal or social services and forestry
- Professional services may be considered if the project represents a unique and/or strategic opportunity with potential economic benefit to New Brunswick

## Eligible Activities and Costs

Eligible activities must be **incremental**; they must be part of a recent marketing or business strategy and not for normal upgrades to operations.

***Total projects costs must be more than \$5,000 in order to apply for assistance. Maximum contribution is 65% of project costs up to a maximum of \$15,000.***

SME's exporting a product and/ or service:

Eligible Activities	Eligible Costs	Ineligible Costs
Website development, re-design or rebranding	Professional/consulting fees to undertake activities.	Maintenance Fees
Responsive web design conversion (ensuring mobile-friendly design)	Advertising campaign set-up and account management	Web hosting fees
Integration of e-commerce functionality		Recurring costs for paid advertising
Search Engine Optimization (SEO)		Travel for consultants or applicants.
Paid advertising (PayPerClick, Google Adwords, etc.)		HST
Social media strategy or integration		
Videos, online catalogues and other online customized tools		
Translation of website		
Creation/design of language toggle		
Training on any of the above		

## **Contribution**

Applicants can receive up to **65%** of eligible costs, up to a maximum contribution of **\$15,000**. The Applicant will pay 100% of costs and then be reimbursed for up to 65%, so that the net contribution by the Applicant plus other sources, if applicable, is at least **35%**. All sources of funds must be identified.

## **Program Process**

**Application:** Applicants must complete the on-line application form posted on our website at: [www.learnsphere.ca](http://www.learnsphere.ca). Applications must comply with the program's objective and guidelines.

Applicants may apply only once a year to E-Tools for Exporting, but may also apply to EMAP program during the same year. In addition, projects in either program may have more than one phase, but all phases must be completed before the program's end date.

***Applications must be for incremental activity; in other words, Applicants cannot make any financial commitments prior to submission, or costs incurred will not be eligible.***

**Prior to submitting the application, Applicants must:**

- **register their business on the ExportNB website**  
<http://exportnb.com/register/>
- **complete the export readiness assessment tool**  
<http://exportnb.com/preparing-to-export/test-your-readiness/>

**Evaluation:** Each application will be evaluated on its own merit, using a pre-determined evaluation grid. Applicants must demonstrate that the activity will lead to achieving one of the program's objectives outlined above. Applications that demonstrate potential benefits to the local community and/or New Brunswick economy will receive additional points in the evaluation.

Each application should be supported with a strong complement of information to assist in the evaluation. It is the responsibility of the Applicant to select the consultant(s) they will hire to complete the project activities. All consultants must be at arm's-length to the Applicant, and their fees must be at fair market value.

**Contract Approval:** If the application is approved, a contract will be issued between LearnSphere and the Applicant. It will be the sole responsibility of the Applicant to ensure that satisfactory work is completed by any outside resources (consultants).

**Reimbursement:** The Applicant will be required to cash flow the project. ***LearnSphere will reimburse the contribution amount after the project is completed, all project costs have been paid, and a claim has been submitted by the Applicant.***