

Program Definition

Program Rationale

Exclusively for New Brunswick small and medium-sized enterprises (SMEs), **Exporters NB** is designed to complement and expand on the regular program to assist additional New Brunswick small to medium-sized enterprises (SMEs) interested in exporting opportunities. It provides a financial contribution, in the form of a reimbursement, for the development and/or implementation of select activities.

Exporters NB is managed by LearnSphere Canada with financial assistance from the Atlantic Canada Opportunities Agency and Opportunities New Brunswick.

Program Objective

Applicants must demonstrate that the proposed activity will help them develop capacity to undertake business to business export opportunities for their product or service.

This program is designed specifically to **help New Brunswick SMEs that would typically be considered too “early-stage” under the regular E-tools for Exporting and Export Market Access Program (EforE/EMAP)**. It is therefore intended for SMEs with a proven track record of performance and successes, who have set their sights on growth but may not yet have an export plan or export sales.

Eligible Applicants

This program is designed specifically to **help New Brunswick SMEs that would have typically been considered too early-stage under the regular Export funding programs**. In some cases, their path to exporting may require them to further penetrate domestic markets in order to create a stronger foundation for exporting in the future. To be considered, applicants must meet all of the following criteria:

- Be growth-oriented, must be able to demonstrate an increase in revenue, profit, or workforce in the past two (2) years;
- Have set their sights on growth but may not yet have an export plan or export sales;
- Be a for-profit company;
- Must have their Head Office registered and operating in New Brunswick; and
- Have a Canada Revenue Agency (CRA) business number.

Eligible Sectors

- Open to all industry sectors with the exception of retail/wholesale, real estate, government services, personal or social services and softwood lumber;
- Professional services (including marketing firms, and creative agencies, business or fitness coaches, as a few examples) are generally not considered eligible applicants. Professional services may be considered if the project represents a unique and/or strategic opportunity with potential economic benefit to New Brunswick.

Applications will be evaluated on incrementality, potential economic benefits, the export business case, and alignment with the *Atlantic Growth Strategy*. Each application should be supported with a strong complement of information to assist in the evaluation.

Please note that meeting the eligibility requirements does not mean that an application will be approved.

Eligible Activities and Costs

Incrementality

Eligible activities must be incremental: they must go beyond the applicant’s core activities, represent new initiatives, and yield incremental results. The following is a non-exhaustive list of eligible activities:

Eligible Activities*	Eligible Costs	Ineligible Costs
<p>Website development, redesign or rebranding</p> <p>Responsive web design conversion (ensuring mobile-friendly design)</p> <p>Integration of e-commerce functionality</p> <p>Search Engine Optimization (SEO)</p> <p>Paid advertising (Pay-Per-Click, Google AdWords, etc.)</p> <p>Social media strategy or integration</p> <p>Videos, online catalogues, and other online customized tools</p> <p>Translation of website</p> <p>Creation/design of language toggle</p> <p>Market research or strategy development</p> <p>Export plan development</p> <p>Lead generation activities, which may include purchase of a software and training in some instances.</p> <p>Sales activities, including mapping of the sales process, creation of a sales playbook, sales coaching, etc.</p> <p>Design of offline promotional content such as brochures, product catalogues, banners for trade booths, etc.</p> <p>Training, coaching, or mentoring on any of the above.</p>	<p>Professional/consulting fees to undertake activities.</p> <p><i>* Please note that it is inadmissible for applicants to undertake activities themselves. A consultant must be engaged, and a proposal included as part of the application process.</i></p>	<p>Maintenance Fees</p> <p>Web hosting Fees</p> <p>Recurring costs for paid advertising</p> <p>Travel for consultants or applicants</p> <p>Costs associated with participating in a trade show</p> <p>Printing of brochures</p> <p>Production of trade show booth</p> <p>HST</p>

Contribution

To better respond to the needs of SMEs during the current global situation, this program, exclusive to NB, will reimburse up to **80% of eligible project costs, up to a maximum contribution of \$8,000**. Total project costs must be more than \$5,000 in order to apply for assistance.

This means, for the minimum project size of \$5,000, a reimbursement of \$4,000 and for a project of \$10,000 or greater, a maximum reimbursement of \$8,000. The Applicant will pay 100% of costs and will be reimbursed when the project is finished. The net contribution by the Applicant plus other sources, if applicable, must be at least 20%. All sources of funds must be identified.

Claims Process

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 submitted by the Applicant has been approved.**

Program Process

Application Form : Applicants must complete the online application form posted on our website at : www.learnsphere.ca/exporters-nb. Applications must comply with the program's objective and guidelines.

Prior to submitting the application, applicants will be prompted to complete an export readiness assessment.

Evaluation

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).

Applicants will be notified of the evaluation outcome as soon as possible, usually within two (2) weeks of receipt of the application form and all supporting materials [including consultant(s) proposal].

Agency or consultant: It is the responsibility of the Applicant to select the agency or consultant they will hire to complete the project activities. A sample statement of work can be [found here](#). All agencies or consultants must be at arm's length to the Applicant, and their fees must be at fair market value.



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