

Program Guidelines

Program Rationale

The E -tools for Exporting Program is designed to assist Atlantic-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 managed by LearnSphere Canada with financial assistance from the Atlantic Canada Opportunities Agency.

Program Objective

Applicants must demonstrate that the proposed activity will improve export performance.

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 Atlantic Canada
- Applicants must have generated revenue in the last year.

Please note that meeting the eligibility requirements does not mean that your application will be approved. In addition, applicants may be asked to provide a recent export market strategy.

Eligible Activities and Costs

Incrementality

Eligible activities must be incremental; they must go beyond the applicant core activities and represent new market initiative (geographic, industry or product/service).

SME's exporting a product and/ or service:

Eligible Activities	Eligible Costs	Ineligible Costs
Website development, re-design or rebranding Responsive web design conversion (ensuring mobile-friendly design) Integration of e-commerce functionality Search Engine Optimization (SEO) Paid advertising (PayPerClick, Google Adwords, etc.) 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	Professional/consulting fees to undertake activities. Advertising campaign set-up and account management	Maintenance Fees Web hosting fees Recurring costs for paid advertising Travel for consultants or applicants. HST

Contribution

Applicants can receive up to 65% of eligible costs, up to a maximum contribution of \$15,000. This means, for the minimum project size of \$5,000, a reimbursement of \$3,250 and for a project of \$23,087 or greater, a maximum reimbursement of \$15,000. 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, 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. Applications must comply with the program's objective and guidelines.

Prior to submitting the application, Applicants must complete the export readiness assessment tool and indicate their score on the online application (click on your province):



New Brunswick



Prince Edward Island



Nova Scotia



Newfoundland &
Labrador

Assessment

Applications will be assessed 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.

Consultant: 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.**