

EPP Export Prospector Program

Helping small and medium-sized businesses create high potential selling situations.

GUIDELINES

The Export Prospector Program (EPP), administered by Nova Scotia Business Inc., supports the domestic and international marketing efforts of Nova Scotia organizations. NSBI has developed Export Prospector to create new, high-potential selling situations for Nova Scotian companies – face-to-face business meetings. The program is essentially a trade mission for one company. NSBI helps you uncover critical leads in your target market by assisting with the intensive search for qualified prospects that fit your unique business strategy, from suppliers to partners to customers.

Export Prospector provides a campaign of targeted sales calls resulting in an itinerary of appointments with qualified prospects for travel to your target market.

Who qualifies?

Incorporated businesses, partnerships or proprietorships based in Nova Scotia are eligible. Export Prospector can work in any market, at any time and in any business sector to maximize value. Applicants must be able to clearly demonstrate that they possess:

- A fully-developed exportable product or service, including an export marketing strategy;
- A commitment to develop new markets outside of the Maritime Provinces;
- Sufficient management and marketing capability to pursue the opportunity;
- Sufficient financial capacity to undertake the project;
- A specific target market with defined export potential;
- The ability to service the new market.

What is provided under the program?

The Export Prospector Program provides:

- A NSBI Trade Development Executive dedicated to helping you find the right prospects;
- access to NSBI's network of export development professionals;
- an aggressive cold calling program on your behalf;
- an itinerary of appointments with qualified prospects in your target market.



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What is the process?

From start to finish the Export Prospector Program follows a clearly defined process beginning with a confidential meeting at your place of business. A NSBI Trade Development Executive will review your export opportunities and assess your export development plans.

Following the initial meeting, the program process follows a path:

1. Submission of your application along with a company profile which outlines company background, details on your product or service, chosen market and reasons for your market choice, goals for the program, definition of potential partners/clients and proposed market visit dates;
2. Once this information is received, an NSBI Trade Development Executive will contact you immediately to discuss your specific needs in your chosen market;
3. NSBI will determine if your project is eligible under the Export Prospector Program;
4. You and NSBI will sign a contract, agreeing to the terms of the Program;
5. NSBI will prepare a Request for Proposal which will be sent to prospective matchmaking firms with experience in your industry and target market;
6. NSBI will present the business matchmaking alternatives for your review and evaluation. The matchmaker will be selected through a formal evaluation process;
7. The selected matchmaker will be engaged by NSBI;
8. You will complete a Company Profile Form to ensure the matchmaker has all details necessary to pre-qualify your meetings;
9. The matchmaker will update you regularly on the progress of your meeting schedule. The matchmaker will arrange a minimum of five meetings on your behalf;
10. You will travel to market and attend your pre-arranged meetings;
11. Upon return to Nova Scotia, you will report to NSBI:
 - the number of meetings you had in market
 - any initial indication of results
 - comments, recommendations and next steps;
12. Six months following your return from market we will contact you for an update on your results.

What are the funding limits?

The non-repayable contribution from EPP will not exceed a maximum contribution of \$5,000 per project application. The maximum contribution to any individual applicant, or non-arms length related applicants, in each fiscal year (April 1 to March 31) is \$15,000.

How do I apply?

Contact Brenda Baker at 902.424.5054,
or by fax: 902.424.6823, or by email: bbaker@nsbi.ca
www.nsbi.ca/trade

How?

How is EPP administered?

The designated Trade Development Executive will initially review the application to ensure completeness of information and confirm that basic eligibility criteria are met. The application will then be forwarded to the Manager of Export Development for final approval; a decision can normally be expected within ten-to-fifteen working days. If accepted, a letter of offer will be forwarded for the applicant's approval. Thereafter, any changes to timing, program elements or maximum costs must be approved by the Trade Development Executive and the Manager of Export Development.

How are the matchmaker proposals evaluated?

Once the matchmaker responses are received they will be evaluated by two members of the NSBI Trade Development team as well as the Export Prospector client using a standard evaluation grid. Consultants will be selected based on project management abilities and experience, comprehension of the project scope and objectives, client preference and cost.