

# GAP Go-Ahead Program

Helping small and medium-sized businesses complete an export sale.

## GUIDELINES

**The Go-Ahead Program (GAP)** plays a key role in helping small and medium-sized enterprises (SMEs) realize their export and revenue growth potential by supporting firms to pursue export opportunities. GAP provides support to SMEs in Nova Scotia to develop export sales outside the Maritime provinces. The program will help SMEs cover the costs of follow-up market visits to prospects identified or pursued during a previous provincial government or export agency initiative, including trade missions, shows or conferences.

### Applicant Qualifications

The Go-Ahead Program (GAP) is open to Nova Scotia-based companies and organizations including: incorporated businesses, partnerships, proprietorships, or educational institutions based in Nova Scotia.

To be eligible, applicants must clearly demonstrate:

- They possess, manufacture, or produce an authentic exportable product or service, technology, or intellectual property
- They have sufficient management and marketing capability to pursue the opportunity, as well as sufficient financial capacity to undertake the project
- They have participated in a provincial government sponsored trade mission, trade show, or conference within one year (12 months) of applying for funding and that the identified opportunity being pursued in the application is a result of participation in the government sponsored activity
- They have a trade strategy (may be required)

### Eligible Reimbursement Costs

- Return economy airfare or equivalent transportation to visit a client in another market or for a foreign client to visit the organization's Nova Scotia facilities;
  - In-market ground transportation / car rental
  - Standard-class accommodations;
  - Services of translators or interpreters (if required);
  - Costs to produce marketing materials and presentations specifically designed for this sales visit, including writing and design.
- \* Please note: Applicants are responsible for 100 per cent of all other costs.

### Program Details

- Non-repayable contributions will not exceed 50 per cent of approved eligible costs, to a maximum contribution of \$5,000 per project application
- The maximum contribution is \$20,000 per fiscal year (April 1 - March 31)
- The minimum project cost that can be considered in any single application is \$500
- All disbursements under the program are made on a reimbursement basis for direct costs incurred (advances are not provided)
- A maximum of two follow-up visits per initiative.

### How do I apply?

Visit NSBI's website ([www.nsb.ca/trade](http://www.nsb.ca/trade)) to download the application form. complete and return to Brenda Baker, Program Coordinator, at [bbaker@nsbi.ca](mailto:bbaker@nsbi.ca) or fax to 902.424.6823.



Economic and Rural Development



The Go-Ahead Program is funded by the Nova Scotia Department of Economic and Rural Development and administered by Nova Scotia Business Inc. It is supported by all provincial departments and agencies with a mandate for trade.

# Go-Ahead Program

Helping small and medium-sized businesses complete an export sale.

## GUIDELINES

### Cost and activities that are not eligible:

- Marketing research / marketing plans
- Trade missions, trade shows, fairs and exhibitions
- Transportation of goods or equipment
- Salaries, commission or per diem expenses
- Meals, entertainment and hospitality costs
- Phone / fax / internet
- Travel immunization, insurance or medical expenses
- PST, GST/HST
- Costs incurred prior to the date of formal project approval

### Application Process

1) Submit application: Applicants must submit an application prior to travel. Each application will be reviewed on its own merits and the extent to which it meets the overall goals of GAP. The trade officer will assign particular weight to the following considerations:

- Is this project a follow up from a past trade initiative?
- Does the applicant possess the capabilities to undertake the project?
- Is the proposed activity clearly identified and deemed to be a follow-up meeting(s)?
- Will the majority of benefits be accrued in Nova Scotia?
- Are submitted costs reasonable and in accordance with the program guidelines?

A decision is typically made within 15 working days.

2) Program Acceptance: Once approved, you will receive a letter of offer outlining your participation in the program. After the letter of offer is signed and returned to NSBI, any changes to timing, program elements, or maximum costs must be submitted in writing and approved by the Program Coordinator. If this is not done the costs, or the entire project, may not be supported.

3) Program Aftercare: Clients must submit a GAP claim and report form within four weeks of completing all project activities. The forms will be provided to you by the program coordinator or are available online. The GAP claim and report form must be accompanied by copies of receipts for all eligible expenses claimed. If the claim is not made within the required period the file will be closed and the project will be ineligible for reimbursement. Disbursements, wherever possible, will be requisitioned within two weeks of receiving an acceptable claim.

Applicants will be contacted by NSBI six months following all project activities to report on the final results of the project. If the 6 month report is outstanding, you will be ineligible to submit new applications until the reporting requirements are up-to-date.

### For General Inquires Contact:

Brenda Baker  
Program Coordinator  
Nova Scotia Business Inc.  
Tel: 902.424.5054  
Email: [bbaker@nsbi.ca](mailto:bbaker@nsbi.ca)



Economic and Rural Development



The Go-Ahead Program is funded by the Nova Scotia Department of Economic and Rural Development and administered by Nova Scotia Business Inc. It is supported by all provincial departments and agencies with a mandate for trade.