

# Guidelines

## Small Business Development Program

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### 1. Program Objective

The Small Business Development Program supports Nova Scotia businesses looking to increase their export capacity. The program provides financial incentives on projects that assist a business to grow current exports or participate in a global supply chain by providing access to:

- Research expertise;
- Expertise to improve productivity and competitiveness;
- Expertise to improve capacity; and
- Expertise to remove barriers to exporting.

The program's outcomes focus on growth through increased export activity and focus on high-growth sectors\* and businesses that have a positive impact to the economy of Nova Scotia.

\*Refer to the [Nova Scotia Business Inc. 2015-2016 Business Plan](#)

### 2. Eligible Applicants

The Small Business Development Program is open to all Nova Scotia registered businesses in good standing **except**:

- Franchises
- Games of chance operations, bingo halls, small scale gaming operations
- Personal service providers
- Real estate developers and/or agents
- Licensed liquor establishments whose primary business is alcohol sales (excepting production breweries, brew pubs, wineries, and distilleries)
- Distributors, agents, or associations
- Creative industries companies including Music, Written and Published Work, Performing Arts (touring), Visual and Applied Arts (Contemporary Art, Production Craft, Photography, and Fashion Design)
- Publicly funded educational institutions.

#### **To be eligible for the program the business must:**

- Be engaged or plan to engage in commercial activities outside of Nova Scotia;
- Clearly demonstrate how the requested project funding will increase export sales outside of Nova Scotia;

### **3. Projects Assisted**

The Small Business Development Program supports the acquisition of a private sector consultant to provide professional expertise. The program contributes up to 50% of eligible project costs to a maximum incentive of \$15,000.

#### **Eligible costs include:**

- Business planning, including business development, strategic and marketing plans
- Market research, feasibility or business case analysis for proposed or existing business activity
- Product research, development, and design
- Development plan for e-commerce platform for markets outside of Nova Scotia
- Matchmaking
- Business valuations for succession planning

### **4. Ineligible Project Costs**

Project costs that do not qualify for funding include but are not limited to:

- HST
- Capital assets or infrastructure
- Purchase of software
- Annual website and domain name registration costs
- Real property expenses (e.g. rent, mortgage, land survey, deed transfer, site selection, property valuation – except in cases of business valuation)
- Ongoing business operating costs
- Printing of advertising copy or artwork
- Placement of marketing media
- In-kind contributions
- Intellectual property searches or registration
- Legal fees
- Certification fees
- Company listing fees
- Employee and/or owner wages, salaries, commissions or per diem expenses

### **5. Program Criteria**

Businesses must demonstrate how the project will help increase a business' export capacity, become a first-time exporter, help a business overcome barriers to exporting, or grow a business' current exports. The project should result in one or more of the following outcomes:

- Increase in export sales or revenue;
- Improved knowledge of export markets;
- Increased productivity and competitiveness;

- Increased capacity to provide products and/or services to markets outside Nova Scotia; or
- Increased participation in a global value and/or supply chain.

Funding decisions will be based upon the application demonstrating that the above criteria would be met. Project applications are subject to a competitive process and not all applications that meet these criteria may be approved.

## 6. Application Process

- Applicants must submit a completed application form to the local NSBI office. Contact information is available in Section 9c or at: <http://www.novascotiabusiness.com/en/home/contactus/regional-team-/default.aspx>
- Nova Scotia Business Inc. may request financial statements from the applicant prior to a project funding decision
- Application must include the project costing information, detailed statement of work from the consultant, and a proposed timeline for completion
- Once a project is approved, a written approval will be provided
- Prior to project commencement the Agreement must be signed by both parties
- Only project costs incurred after the Agreement has been signed are eligible to be claimed

**The deadlines for application submission are by 5:00 pm (Atlantic Time) on the following dates:**

- Intake One: April 15, 2016
- Intake Two: July 1, 2016
- Intake Three: October 1, 2016
- Intake Four: January 15, 2017

## 7. Terms of Incentive

- The total amount of all Canadian government funding (federal, provincial/territorial, and municipal) is set at 50% of the total eligible project cost in any single provincial government fiscal year (April 1 to March 31). The company must pay 50% of the total eligible project costs to a maximum incentive of \$15,000.
- Applicants are required to pay all invoices prior to receiving the incentive.
- The incentive is only payable against eligible project costs as outlined in the Small Business Development Program Agreement (“Agreement”) which will be sent to successful applicants.
- All approved projects must be completed in accordance with the timelines and other terms as outlined in the Agreement.
- An Agreement may be revoked on the basis of information discovered after the issuance of the Agreement.
- Activities must be of a one-time, non-recurring nature.
- The project completion date must be no later than March 31.
- Projects are to be completed and disbursed within the fiscal year (April 1 to March 31) for which they are approved.

- Projects cannot be extended past fiscal year end.
- Project funds are not intended to replace funding that can be obtained from other government departments or agencies.

## 8. Incentive Compliance & Payment

**Deliverables for project completion must be submitted to the business' respective regional Nova Scotia Business Inc. office no later than March 31, and will include:**

- Copy of the consultant's final report detailing work completed and outcomes aligned to the export plan;
- Statement from the business regarding project impacts on future development;
- Copy of related project invoices; and
- Proof of payment in the form of the front and back of cleared cheques, or bank statements showing relevant payment.

## 9. Other Pertinent information

### a) Freedom of Information and Protection of Privacy Act

Information collected in connection with this program is subject to, and will be treated in accordance with, the Nova Scotia Freedom of Information and Protection of Privacy Act. For additional information see <http://www.novascotia.ca/just/IAPP/>.

### b) Public Announcements and Disclosure of Information

Approved businesses must consent to:

- Participate in any public announcement or public ceremony relating to the awarding of the Small Business Development Program funding to the business and related accomplishments, at a mutually agreeable time; and
- The release of project information (company name, sector, region), and total Small Business Development Program funding amount being received) to the media and general public.

### c) Contact Information by Nova Scotia Region

**Capital Region: Halifax Co.**  
1800 Argyle Street, Suite 701  
Halifax, Nova Scotia B3J 3N8  
Contact: Lisa Dobson  
Phone: 902-424-6039  
Email: [ldobson@nsbi.ca](mailto:ldobson@nsbi.ca)

**Cape Breton Region: Inverness, Richmond, Victoria, and Cape Breton Co.'s**  
32 Paint Street  
Port Hawkesbury, Nova Scotia B9A 3J8  
Contact: Wanda MacLean  
Phone: 902-227-7144  
Email: [wmaclean@nsbi.ca](mailto:wmaclean@nsbi.ca)

**Northern Region: Pictou, Antigonish, and Guysborough Co.'s**  
115 MacLean Street, Suite 3C  
New Glasgow, Nova Scotia B2H 1C6  
Contact: Lynn Coffin  
Phone: 902-755-7040  
Email: [lcoffin@nsbi.ca](mailto:lcoffin@nsbi.ca)

**Northern Region: Cumberland, and Colchester Co.'s**  
35 Commercial Street, Suite 208  
Truro, Nova Scotia B2H 3H9  
Contact: David Copus  
Phone: 902-893-6156  
Email: [dcopus@nsbi.ca](mailto:dcopus@nsbi.ca)

**Western Region: Hants, Kings, and Annapolis Co.'s**  
80 Water Street, PO BOX 488  
Windsor, Nova Scotia B0N 2T0  
Contact: Sean Cochrane  
Phone: 902-798-6961  
Email: [scochrane@nsbi.ca](mailto:scochrane@nsbi.ca)

**Southern Region: Shelburne, Queens, and Lunenburg Co.'s**  
218 Water Street, Unit 5, Loyalist Plaza  
Shelburne, Nova Scotia B0T 1W0  
Contact: Calvin Butler  
Phone: 902-875-7425  
Email: [cbutler@nsbi.ca](mailto:cbutler@nsbi.ca)

**Southern Region: Digby and Yarmouth Co.'s**  
103 Water Street, Box 12  
Yarmouth, Nova Scotia B5A 4P4  
Contact: Gilles Babin  
Phone: 902-774-0208  
Email: [gbabin@nsbi.ca](mailto:gbabin@nsbi.ca)

Website: <http://www.novascotiabusiness.com/en/home/contactus/regional-team-/default.aspx>