



National Research
Council Canada

Conseil national
de recherches Canada

Canada



**CONCIERGE SERVICE
SERVICE DE GUIDE-EXPERT**

Your Guide to
Votre conseiller en **Innovation**

NRC Concierge Service

Provides personalized, expert advise

Guide small businesses and start-ups on funding programs and resources

Provide general advise to support growth

Referrals to 75+ federal, regional, provincial and local programs and industry partners

A Government Service – no cost or obligations

Supporting Innovation

Any stage of the company life

Any stage of technology or product development



How Concierge Service Works

Contact an Innovation Advisor

- Direct phone or email
- 1-855-53-GUIDE
- www.concierge.portal.gc.ca

In-person Consultation

- By phone or a meeting
- 30 minutes
- Understand your current situation – team, product, strategy, traction, funding, needs

Follow up e-mail & Referrals

- Advice and recommended programs based on fit
- Referrals and introductions to real people



BC & Yukon Innovation Advisors



Rob McGarry

- 20+ years experience in start-up/exit cycles in wireless and mobile service industry
- CTO and R&D Director
- Adaia; Nokia; Vienna Systems; Racal; Race Technologies



Erik Kaas

- 20+ years experience in enterprise software, SaaS, BI and mobile apps
- VP Product Management and Marketing
- Sage; NGRain; Pivotal; PMC-Sierra; DDS



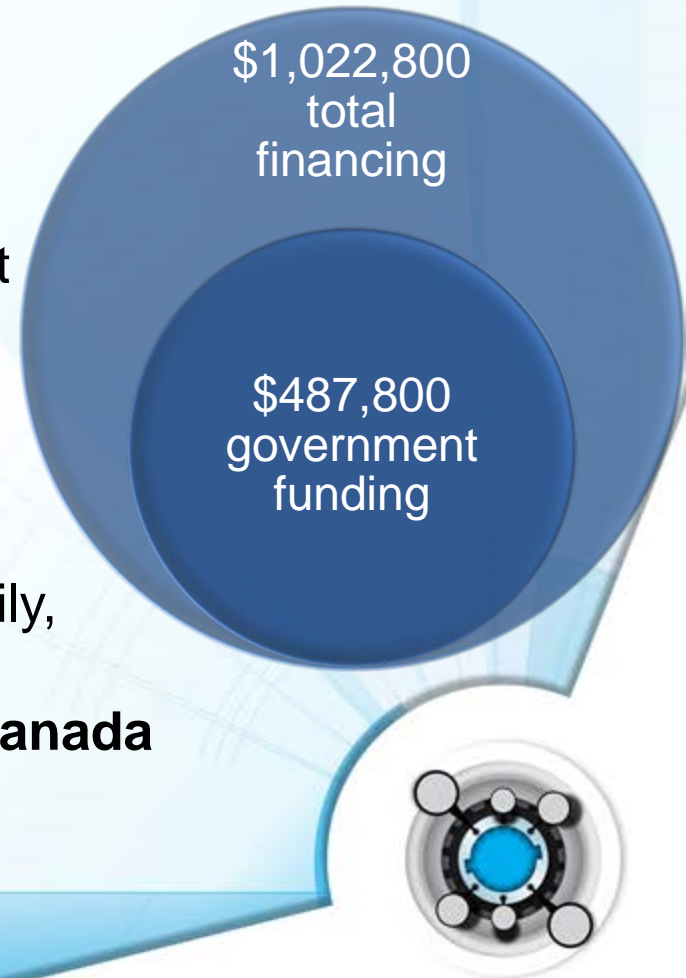
Funding Case Study



Shnarped is a social media platform that connects athletes to their fans

Funding history

- 2011 - \$35,000 co-founder cash and “sweat equity”
- 2012 - \$120,000 family & friends equity
- 2012 - \$50,000 **IRAP** financial contribution
- 2013 - \$5,800 **Get Youth Working!** grant
- 2013 - \$380,000 additional equity from family, friends, angels
- 2014 - \$352,000 Recoupable Investment **Canada Media Fund**
- 2014 - \$80,000 **SR&ED** tax credit



Programs – A Few Examples



National Research Council– IRAP



*NRC Industrial Research
Assistance Program*

INDUSTRIAL RESEARCH ASSISTANCE PROGRAM (IRAP)

- Type: Financial Contribution (non-repayable), Advice
- Application Period: Open
- Competitive, based on level of technological innovation, market potential, and management team

YOUTH EMPLOYMENT PROGRAM

- Type: Grant towards first year salary (up to \$17,000)
- Application Period: Open
- Based on qualified candidates while funds are available



Research Grants - NSERC



NSERC
CRSNG

NATURAL SCIENCE AND ENGINEERING RESEARCH COUNCIL (NSERC) – ENGAGE GRANT

- Type: Grant (\$25,000)
- Application Period: Open
- Research Project to solve an identified technical challenge
- Based on technical challenge match with prof

IUSRA GRANT

- Type: Coop hiring grant (\$4,500)
- Application Period: Open
- Hire an undergraduate science/engineering student for 16 weeks



Public Works and Government Services Canada – BCIP

BUILD IN CANADA INNOVATION PROGRAM (BCIP)



BUILD ^{IN} CANADA
INNOVATION PROGRAM

- Type: Purchase of product/service (up to \$500,000)
- Application Period: Summer 2015
- Competitive proposal process based on level of innovation



Western Economic Diversification - WINN

WESTERN INNOVATION INITIATIVE (WINN)

- Type: Matching Loan – 7-9 year interest free up to \$3,500,000
- Application Period: TBD 2015
- Competitive proposal process based on level of innovation, company financials, management team, and business plan



Industry Canada - CSBFP

Industry Canada



Canada Small Business
Financing Program

CANADA SMALL BUSINESS FINANCING PROGRAM

- Type: Loan up to \$500K
- Application Period: Open
- For equipment, land and buildings
- 75% of principal guaranteed by Industry Canada
- Application through your bank



Training Grant

CANADA-BC JOB GRANT

- Type: Training Grant up to \$10K – 2/3rd cost matching
- Application Period: Open
- To train employees or future hires

WorkBC



BC JOBS
PLAN

Self employed workers may be eligible



To learn more about these and other programs, please contact



Rob McGarry

- 20+ years experience in start-up/exit cycles in wireless and mobile service industry
- Robert.McGarry@nrc-cnrc.gc.ca
- Twitter: @rhmcgarry

