



GROW

Building Business Acumen

-OPEN CALL FOR PROPOSALS-

Obtain expert assistance to overcome business challenges. GROW company knowledge and capacity by connecting with an Approved Service Provider (ASP). In order to provide quick and easy access to funding, applications are available online and are accepted for the program on a continual basis. Click [HERE](#) to submit an application now!

CONSIDERATION FOR FUNDING

To be considered for funding, GROW program proposals must:

- Be submitted and led by an Alberta based start-up or small enterprise:
 - Must be a for-profit company
 - Incorporated and operating in Alberta
 - Minimum of one, and no more than 50, employees
 - Annual sales revenue cannot exceed \$5 million
- Demonstrate that the company is developing and/or commercializing new and innovative geospatial technology products and/or services
- Propose a project and budget with outcomes and deliverables that will assist in overcoming current business challenges
- Illustrate how engaging with a service provider (consultant) will increase the applicant's likelihood of long term business success
- Demonstrate the applicant's demonstrated commitment to commercializing their geospatial technology
- Projects proposed must be within the budget limit of \$50,000.

KEY TECHNOLOGY AND MARKET PRIORITY AREAS

The GROW program assists organizations in overcoming business challenges. It aims to help small businesses **develop and adopt superior business skills and practices** by working with an Approved Services Provider (ASP). Below are areas in which ASPs can provide support to small businesses:

- Strategic planning and mapping of programs & tactics to strategy
- HR management and development mentorship
- Project management mentorship
- Risk identification and mitigation strategies



- Supply chain management mentorship
- Go to market techniques and opportunity assessments
- Promotion, communication and branding strategies mentorship
- Intellectual property management mentorship
- Financing options and exit strategies
- Building other skills & practices important to commercialization success

Projects aimed at engaging ASPs to conduct technical development are not eligible.

ROLE OF THE ASP

The ASP will help the organization develop the necessary skills, practices and strategies required to overcome current business challenges. Through the program, ASPs can also provide guidance on the adoption of strategies and execution of outcomes.

See page 3 for more information on ASPs.

ADDITIONAL SUPPORT FOR START-UPS

Start-up companies face many challenges, including a small resource pool and less access to capital. As such, the GROW program allows start-up organizations to engage with ASPs, not only for the development and adoption of practices and strategies, but also for the **implementation and execution of these activities**. This extended support is a unique benefit provided to **start-ups** within the GROW program.

To be considered as a start-up, the applicant must meet the following criteria:

- Minimum of one and no more than 12 employees
- Annual sales revenue cannot exceed \$1 million
- Organization must be less than 4 years old

PROJECT SELECTION CRITERIA

TECTERRA assesses all applications based on various criteria including:

GEOSPATIAL

- Does the value chain for the product or service have a geospatial component?
- Does the geospatial or related technology component add value to the overall system and its application?

DEMONSTRATED CURRENT CHALLENGES

In order to be eligible for the GROW program, applicants must demonstrate the business challenges currently being faced. This can be accomplished by answering the following questions:

- Are the current challenges limiting the applicant's commercial success?
- Does the applicant lack the knowledge or capacity to overcome the current challenge?



- Will external expertise help address the current challenge?

APPROVED SERVICES PROVIDER (ASP)

All services providers engaged in the GROW program must first be approved by TECTERRA. A list of the all currently Approved Service Providers can be found [HERE](#). To discuss adding a service provider to the list, please contact TECTERRA at cfp@tecterra.com. To be approved for the program, the applicant must demonstrate the following:

- The ASP has the skills and experience to address the identified challenges
- The ASP has the ability to deliver on the proposed project outcomes and deliverables

While TECTERRA makes every effort to ensure that the firms on the ASP list provide high quality support services at market rates, in no way will TECTERRA be liable for any deficiencies, defaults or errors from those providers. It is the responsibility of the applicant to interview and qualify the provider themselves, conduct their own due diligence, and be comfortable with the relationship to be established. The applicant must contract directly with the ASP.

FUNDING GUIDELINES

TECTERRA will pay to or on behalf of the applicant 100% of the eligible costs up to \$50,000 in any one calendar year, including fees from Authorized Service Providers (ASP) and other eligible costs. The applicant will repay 25% of such funding to TECTERRA and the remaining 75% will be a non-repayable grant from TECTERRA. Successful applicants will be required to sign a Funding and Repayment Agreement with TECTERRA.

ELIGIBLE EXPENSES

- Pre-approved expenses that are incurred by the GROW applicant in relation to the proposed project: consultancy service fees of ASP, consistent with prevailing market rates.

INELIGIBLE EXPENSES

- License or other regulatory, administrative or legal fees including business organization fees, salaries or time charges for the applicant or its employees
- Operational expenses including overhead, in-house general and administrative labour
- Any and all expenses not related to the activity as determined by TECTERRA
- Refundable GST is not eligible – the GROW Participant will pay refundable GST amounts on the invoices from the ASP. These costs can be reimbursed from CRA upon filing a GST return.

REPAYMENT

At the end of the quarter in which Approved Service Provider invoices have been paid by TECTERRA on behalf of the GROW participant, TECTERRA will invoice the GROW participant for 25% of the ASP invoices. Invoices must be paid upon receipt. Delays in payment of these invoices to TECTERRA may endanger continued participation in the program.



APPLICATION PROCESS

Applications must be submitted to TECTERRA along with a budget and project or engagement plan. It is anticipated, but not required, that an ASP will work with the applicant on preparation of these documents. Without prejudice, TECTERRA welcomes any opportunity to review and discuss potential submissions prior to formal submission. TECTERRA reserves the sole and absolute right and discretion to select all, some or none of the submissions for funding.

REQUIRED DELIVERABLES AND PAYMENTS

Successful GROW applicants will be required to sign a Funding and Repayment Agreement with TECTERRA upon approval of application and due diligence items. The ASP will provide directly to TECTERRA reports and deliverables on the engagement, as per their respective Memorandum of Understanding with TECTERRA.

GROW payments will be processed in the following order:

- Invoices based on the project process will be sent to the GROW participant from the ASP;
- The GROW participant will review and approve the invoices from the ASP;
- The GROW participant will send the approved invoices to TECTERRA, along with a project report prepared by the GROW participant, where they will be reviewed;
- When and if project reports and invoices are approved by TECTERRA, TECTERRA will remit payment to the ASP on behalf of the GROW participant for the approved expenses;

TECTERRA will pay the ASP on behalf of the GROW participant 100% of the eligible costs (excluding GST) of the approved amount for this project. Total TECTERRA payment will not exceed this approved limit. The GROW participant will then be required to repay 25% of this approved amount to TECTERRA.