



GROW

Building Business Acumen

-OPEN CALL FOR PROPOSALS-

Obtain expert assistance to overcome business challenges. Grow company knowledge and capacity by connecting with a Service Provider. 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 lead 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 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 applicants likelihood of long term business success
- The applicant's demonstrated commitment to commercializing their geospatial technology

KEY TECHNOLOGY AND MARKET PRIORITY AREAS

The GROW program aims to help small business develop and adopt superior business skills and practices, by working with a Services Provider. As such, the GROW program looks to assist organizations to overcome the following challenges:

- Entrepreneurial coaching
- Strategic planning and mapping of programs & tactics to strategy
- HR management and development
- Project management
- Risk identification and mitigation strategies
- Supply chain management
- Go to market techniques and opportunity assessments
- Promotion, communication and branding strategies



- Intellectual property management
- Financing options and exit strategies
- Sales Mentorship
- Other skills & practices important to commercialization success

The Service Provider will help the organization develop the necessary skills, practices and strategies required to overcome current business challenges. Through the program, Service Provider's can also provide guidance on the adaption and execution of those outcomes.

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 offers a special provision to start-up organizations, allowing them to engage with service providers for the execution and adoption of practices and strategies as well as undertaking activities that are outside of the applicant's capacity.

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?

SERVICE PROVIDERS

All Services Providers engaged in the GROW program must be approved by TECTERRA prior to the start of the project. To be approved for the program, the applicant must demonstrate the following:

- The Service Provider has the skills and experience to address the identified challenges



- The Service Provider has the ability to deliver on the proposed project outcomes and deliverables

TECTERRA will in no way be liable for any deficiencies, defaults or errors of the Service Provider. It is the responsibility of the applicant to interview and qualify the Service Provider themselves, conduct their own due diligence, and be comfortable with the relationship to be established. The applicant must contract directly with the Service Provider.

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 the Service Provider 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

- Consultancy service fees of the Service Provider, consistent with prevailing market rates
- Pre-approved, direct activity-related expenses incurred by the applicant in relation to the proposed project

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

REPAYMENT

On a quarterly basis, following the end of the first calendar quarter in which payment from TECTERRA began, TECTERRA will invoice the applicant 25% of the funds paid by TECTERRA on behalf of the applicant during that quarter. Delays in payment of these invoices 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 the Service Provider 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. The Service Provider 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:

- Progress billing from the Service Provider, and
- Eligible costs from the successful applicant, upon timely submission of expense claims to TECTERRA (no more than monthly, and no later than three months from the date of the expense incurred) with suitable backup documentation and verification that costs are consistent with the approved budget.

Service Provider fees will be paid, as a priority over other expenses, directly by TECTERRA to the respective Service Provider. Refundable GST amounts on the invoices from the Service Provider will be paid initially by the successful applicant, who will be reimbursed from CRA upon filing their GST return. Payments of other applicable and pre-approved expenses will be paid to the applicant. Total TECTERRA payment will not exceed maximum GROW approval set out in the funding agreement.