

Guidelines

Scale-up Hub Atlanta



1. Program Objective

The primary objective of the Program is to provide innovative, high-growth Atlantic Canada businesses in the Information, Communication and Technology (ICT) sector with a focused entry into the Atlanta market to maximize their international competitiveness and expand their export sales.

2. Program Offerings

The Program provides participating businesses with:

1. Access to experienced, in-market business development professional(s) whose goal is to help drive export sales and facilitate strategic business development connections.
2. Shared workspace in Atlanta (office location TBD).

3. Eligible Applicants

All applicants must meet the following criteria:

- be an Atlantic Canada registered business in good standing;
- have a permanent establishment in Atlantic Canada;
- have most of its workforce currently residing in Atlantic Canada;
- have a fully developed exportable technical product(s) and or service(s) and established Intellectual Property;
- have no outstanding or pending claims/litigation, injunctions, judgments, orders, legal or administrative actions, or similar proceedings against the business, its principals and/or any related business(es); and
- the business, principals and/or any related business(es) shall not be in default of any obligations under any other form of financial assistance and/or incentive program from the Atlantic Canada Opportunities Agency, the Province of Nova Scotia, the Province of New Brunswick, the Province of Newfoundland & Labrador and/or the Province of Prince Edward Island.

For purposes of this criteria, a business' eligibility is at the Program Team's sole discretion, based on the above-outlined criteria and information provided by the applicant.

4. Application Intake

Companies must complete and submit the online **Application Form**.

Please note that all fields are mandatory. Applicants must provide content for each field before proceeding to the next page. At the end of the application form, applicants will have the option to review their responses and make additional edits before submitting.

Once the application form has been submitted, an e-mail notification will be sent to confirm receipt of the application.

Applications for the Scale-up Hub Atlanta Program must be received by **12:00 PM (noon) AST on Friday, January 20, 2023**. Applications received past the submission deadline will not be considered.

5. Application Requirements

Submitted information via the online application form should outline the following:

1. The products and services, and all related technologies and innovations that the business plans to market and modifications, if any, that must be made to adapt to the target market.
2. Supporting research on product/service market fit.
3. All internal and external sales support that clearly highlights who will lead the expansion into the Atlanta market.
4. Challenges (economic, competition, intellectual property status, certifications, regulatory, legal, financial, etc.) and how the identified challenge(s) will be managed.
5. The strategy intended to be used to succeed in the Atlanta market, including timelines and organizational resources (human and financial) dedicated to support an in-market entry.

6. Applicant Selection Process

Successful applicants will be selected based on:

- The strength of the company's product/market fit and business development plan for the Atlanta region; and
- Clear articulation of how participation in the Program will help accelerate export sales in the Atlanta market.

Following evaluation, short-listed applicants will be required to participate in a virtual interview with the Program Team for final selection. Interviews will be scheduled the third week of January 2023.

Successful applicants will be extended a Scale-up Hub Atlanta Program Agreement (the "Agreement"). The Agreement must be accepted, signed, and returned within fifteen (15) days to be valid. The Program team reserves the authority to remove a participating business from the Program if they are deemed noncompliant with the contractual agreement.

7. Applicant Commitments

1. Participating businesses are required to pay a non-refundable fee of **\$2300.00 CAD (\$2000.00 + \$300.00 HST)** for the 10-month period (February to October 2023) once accepted into the program.
2. Participating businesses will be expected to commit the appropriate personnel and financial resources necessary to develop and execute on business development opportunities. It is expected that companies should be available to be present in Atlanta to attend meetings set up by the in-market business development professional(s). Virtual meetings are acceptable, but it is intended that companies participating in the Program should be available to travel to Atlanta for sales meetings at their own expense.
3. Participating businesses will be required to provide monthly progress updates to the in-market business development professional(s) for consistent tracking of activities.
4. Participating businesses must complete a final survey to summarize results and provide an overall evaluation of the Program.

8. Other Pertinent information

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 more information, visit www.investnovascotia.ca/scaleuphub-atlanta (English), www.onbcanada.ca (French), or contact the following Provincial Representative in your region:

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