

APPLY TODAY

[INNOVATENIAGARA.COM](http://INNOVATENIAGARA.COM)

# Established Business Projects

"This program helped us with **market research** and **financial projections** that were key in making the decision to move to a larger facility and **expand our client base.**"

Bill Janzen, Future Access Inc.

Receive up to \$5,000 worth of one-on-one support toward a strategic marketing or business development project that will help your small- or medium-sized business grow and succeed. This program is made possible through NRC-IRAP funding.

## EXPECTED OUTCOMES

After 40-50 hours of one-on-one support, it is expected that eligible companies will achieve one or more of the following strategic outcomes in order to grow and succeed.



### REVENUE GROWTH

Secure new markets or clients; export development; supply chain cost reductions.



### JOB CREATION

Develop and staff new positions; employee recruitment and retention strategies.



### PRODUCT DEVELOPMENT

New intellectual property development; new market applications for technologies.



### FUNDING & INVESTMENT

Secure funds for product/process improvements; attract investors; develop licensing opportunities.

## WHO IS ELIGIBLE?

This competitive annual program is available to a limited number of high-growth, high-potential companies that have been in business for 5 or more years, have at least 5 employees, and a minimum of \$500,000 in annual revenue. As a Regional Innovation Centre, companies must be headquartered in Ontario; priority will be given to Niagara-area companies, as they will benefit most from our local services and networks.

## PROGRAM OBJECTIVES

To provide strategic business and marketing advice to 12 established businesses in Niagara through one-on-one support from Innovate Niagara business analysts, mentors, and local service providers.