Business Tech Solutions Program
- Limited Labrador Region Call –
FAQs

What is the Business Tech Solutions Program?

techNL's Business Tech Solutions Program was in response to the impact on businesses from the unprecedented COVID-19 pandemic and the need to assist firms to respond and adjust. The program was made available through funding provided by ACOA and the Government of Newfoundland and Labrador. A total of 680 companies applied, with 376 receiving $4.5M in funding from September 2020 to December 2021.

The program is supporting businesses to acquire technology solutions and processes, pivot their business/delivery models, and generate online sales. Participating commercial entities will receive a 90 percent non-repayable contribution towards eligible project costs up to a maximum of $15,000.

The Government of Newfoundland and Labrador is funding another call for businesses in the Labrador region only.

What is its objective?

The program aims to:
- Enable Labrador businesses to develop new ideas for how they can increase or enhance their online sales revenue and service offerings.
- Provide the necessary financial support to help purchase and implement technologies/digital solutions.
- Enable access to the necessary expertise to create an effective, efficient online sales system that generates new revenue streams.

Who is eligible?

- Sole proprietors, partnerships, companies, social enterprises and commercial enterprises **operating within Labrador**.
- Business that:
  o started to make revenues and that is in operation for more than 1 year
  o is the main revenue for the owner

- can demonstrate capacity to undertake and complete the project or initiative proposed, within the proposed budget and timeline, with the submission of a supplier or vendor quote
- can pay for the project upfront: applicants will be reimbursed once the project is completed and paid.
- Proposed projects or initiatives should not be in direct competition with local market entities.

Who is not eligible?

- A business that does not conduct and operate in Labrador.
- Business/Startup's who have been in operation for less than a year.
- Not-for-profit organizations.
- A business that is a registered charity.
- Owners can apply only once; cannot apply for more than 1 business they own.

What are the eligible costs?

Eligible expenses include:
- Capital costs, including software, new equipment and other infrastructure required to implement the project.
- Consultants' fees and technical support.
- Skills upgrading and training relevant to the project.
- Planning-related costs.
- Travel that is considered fundamental to the implementation of the initiative or that facilitates customer interaction and end-user research (provincial government rates and per diems must be applied).
- Project-related materials and any costs necessary to undertake an approved project.

Ineligible Costs

The following activities are not eligible expenses:
- Core administrative functions of any organization.
- Administrative costs: this includes internal salary costs for employees (Ex.: Consultant fees for training will be eligible but salary costs for employees to attend the training will not be eligible).
- Regular business expenses (such as replacement of computers, equipment, etc.).
- Development/launch of a new product/service.
- Subscription renewal, subscription for more than a year.
- Entertainment.

techNL

Application Requirements

- Read the Application Information Package on our website here.

Application Process

The techNL team will screen and analyze all submissions. A weighted scoring matrix will be used to help the evaluation process.

Assessment Criteria

Vision	Do the project objectives advance strategic priorities of the company? (evidence that the project has been devised on evidence of a clear and quantified need or demand.)
Demand/ Market	Is there substantial evidence of demand for the programs and services the project will deliver?
Impact	Will the project generate a positive impact on the company top-line and bottom line?
	Will this project also benefit local stakeholders such as govNL or local tech vendors?
Timeframe	Is the project plan/implementation plan detailed enough to gauge project success?
	Is the timeframe to realize the project realistic given the scope of work and budget available?
Budget	Does the budget provided align with the objectives of the project? (are they reasonable? are management costs or overheads high? Are the budget line items clearly specified and aligned with the objectives?)

Process
- The applicant fills out an application form and submits the application with the necessary attachments to the program team.
- The program team will review the application and conduct due diligence.
- The program team will inform the application of the funding decision.
- On approval, a formal letter and agreement is emailed to the applicant for signature.
- The applicant submits an expense claim form for reimbursement. The expense claim form lists all the tools and services purchased to complete the project.
- On completion of the project the applicant must submit the required reporting (see below).

Reporting Requirement

- Evidence of work completion (Letter indicating the usefulness of the service provided by the consultant and an attachment including the project deliverable i.e. business plans, studies, reports, documented procedures).
  All submissions will remain confidential.
- Completion of online surveys.

Project Execution Timeline

- You must complete your project and submit your claims and report on or **before December 16, 2022**.

Project Financing Examples

- If your total project costs are $20,000 (net of GST/HST), then 90% of that is $18,000. However, you will receive a non-repayable contribution of $15,000 from us since maximum funding is $15,000.
- If your total project costs are $15,000 (net of GST/HST), then 90% of that is $13,500. You will receive the full 90% non-repayable contribution of $13,500 from us since it's within the maximum funding of $15,000.
- Note: When submitting your final claim form, you can claim up to $15,000 of Eligible Costs, before applicable taxes of GST/HST. Any out of country costs incurring foreign taxes are treated differently and the foreign taxes are considered part of the cost of the item/service. Import Taxes are treated the same as GST/HST.

Application Deadline

- Applications for the program must be submitted **by July 29, 2022**.

Contact

Business Tech Solutions Admin: btsadmin@technl.ca