



APPLICATION GUIDELINES

1 Program Objective

The primary objective of the Scale-up Hub Houston program (the “Program”) is to provide innovative, high-growth Atlantic Canada businesses in the **energy and clean tech** sectors with a focused entry into the Houston, TX market to maximize their international competitiveness and expand sales into the United States of America.

2 Program Offerings

The Program provides participating businesses with:

- Dedicated services of in-market business development professional(s) who provide strategic advice on how to access the energy market; they also provide a thorough understanding of how to sell to energy industry like exploration and operational firms, oilfield service and supplier companies, and transportation companies.
- Dedicated shared workspace in Houston, TX (ION Centre).
- Attendance at up-to two (2) program dedicated in-market events in Houston. These events may consist of, but not limited to: reception with local businesses; business-to-business meetings; and / or venture capitalist pitch event.
- Access to capital markets including VC and angel investors.

3 Eligible Applicants

All applicants must meet the following criteria:

1. be an Atlantic Canada registered business in good standing.
2. have a permanent establishment in Atlantic Canada.
3. have most of its workforce currently residing in Atlantic Canada.
4. have a fully developed exportable product(s) and or service(s) for the energy industry and established Intellectual Property. Must meet all US regulatory compliance including FDA approval (if required to sell the technical solution).
5. 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)
6. 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.

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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

Applications for the Scale-up Hub: Houston Program must be received by **3:00 p.m. (NDT) on April 26, 2024.**

Applications received past the submission deadline will not be considered.

All applications are to be in English, or both English and French. If there is a conflict or inconsistency between the English version and the French version of the application, the English version of the application shall prevail.

Companies must complete and submit the [Online Application Form](#).

Note: Applicants cannot save entered data on the application form and must complete once started. However, applicants can edit their responses prior to the Deadline.

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

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 Houston 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 Houston market, including organizational resources (human and financial) dedicated to support a market entry.

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6 Applicant Selection Process

Successful applicants will be selected based on:

- The strength of the company's product/market fit for the Houston region; and
- Clear articulation of how participation in the Program will help accelerate company growth.

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 second week of May 2024.

Successful applicants will be extended a Scale-up Hub: Houston Program Agreement (the "Agreement"). The Agreement must be accepted, signed, and returned within ten (10) 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 \$2,300.00 CAD + HST** for the ten (10) month period (May 2024 to February 2025) 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 Houston 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 Houston 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 both an initial and 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 Newfoundland and Labrador Access to Information and Protection of Privacy Act.

For more information, visit www.techNL.ca/scaleuphub-houston, or contact the Project Lead or your respective provincial representative listed below:

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