



# JANUARY 2019 FUNDING BULLETIN

**Still 110+!!! INNOVATION FUNDING PROGRAMS!**

**Hello Everyone and a Happy, Healthy & Prosperous 2019!**

## **What's Ahead for Innovation Funding in 2019?**

The number of innovation funding programs is holding for now at the 110+ range. There's a good probability that there will be more clean and green funding programs coming in 2019 simply because of the leveraging role that innovation plays in addressing GHG reduction as per the CLP and the future Federal plan. That is, given election results.

Preparing innovation funding submissions is not an easy task for most technology driven businesses especially for the initial 2 or 3 applications. Given the complexity of funding options for some of the larger client R&D projects that are \$1M+ and the plethora of funding programs available, the key to surfacing funding opportunities is to build a grant strategy to map out funding opportunities. This will assist your company keep track of each funding program and when to prepare funding submissions so that you don't miss important deadlines.

Next is to execute on the grant strategy to secure funding. With assisting clients prepare funding submissions since 2011, for clients that continued to submit funding applications, upwards of 6 figures in funding was secured. Today with the abundance of funding options available, and specifically with larger projects, total funding secured could easily be 7 figures over a period of 3 to 5 years. Continuing to execute on a grant strategy and staying with it are what brings success over time.

Lastly, your next step is to determine the most cost effective and efficient way to prepare winning, impactful innovation funding submissions. Many businesses think that securing innovation funding is about 'writing' an application that will take an afternoon or perhaps a few days to complete. This is true for some funding applications but with fierce competition for funding, this is not so. Strategic Timelines provides your company with 3 contracting options to fit your budget and time availability.

Also, key for some clients is a new service through Strategic Timelines – it is one of extending our research services into sourcing for funding information that arise from legislation like for example the **2018 Federal Fall Economic Statement or Alberta’s Climate Leadership Plan** to uncover more funding approaches.

After reviewing the Climate Leadership Plan and specifically the 2018-19 Implementation Plan, almost all of the funding programs arising from the CLP are provided through ERA, Alberta Innovates CCITF and Energy Efficiency Alberta – these funding programs are listed in the Overview – therefore there will not be a Climate Leadership Plan subscription summarizing funding opportunities arising from the CLP.

The OVERVIEW has changed! It has now been cut back to the ‘need to know’ funding information with more detailed information found in the SUMMARY subscription.

**Here’s 2 funding programs alerts:**

1. The CCITF – CTD EOI is due February 21<sup>st</sup>, and
2. There is a NEW BCIP Challenge.

**Call if you need assistance preparing these submissions!**

## **Events!**

**February 6 & 7, 2019: Join Propel “in fueling the energy technology ecosystem”**

**“PROPEL is the annual Energy Technology Venture Forum that brings together the best, boldest, most innovative emerging and established energy technology companies.”**

**February 28<sup>th</sup> 3-6 pm Calgary Economic Development’s REPORT TO THE COMMUNITY**

## **HOW IS YOUR TECHNOLOGY BUSINESS BEING FUNDED?**

Having difficulty deciphering which innovation funding programs are right for your company? Or, are you seriously looking at preparing a funding submission? Does your business have a winning grant strategy for securing innovation funding? If not, you need one in this competitive environment. It starts with building your individualized grant strategy to match your requirements with available funding options – and with back up options. Next is to execute on the grant strategy – there are 3 execution strategies that you need to know about that will maximize your chances of securing innovation funding.

**Strategic Timelines assists your company prepare funding submissions (and the supporting business / marketing documents) with compelling strategies to significantly increase the odds of your company securing funding, financing and/or investment. Call today for insight into these ‘how to’ strategies.**

**May Your Business Move Forward in Leaps and Bounds in 2019!**

**Eileen Ashmore, MBA, CMC, Technology Funding Specialist**

**403 252 0799 [eileenashmore@strategictimelines.com](mailto:eileenashmore@strategictimelines.com)**



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