

## DID YOU KNOW THAT YOU MAY QUALIFY TO A GRANT OF UP TO \$25,000\*

Are you ready to take your existing registered business to the next level? This grant is designed to support entrepreneurs who are in the growth- related stage of their existing business and looking to amplify activities such as prototyping, product development, customer/ market validation, market entry, and sales development.

### HOW DO I GET STARTED

STEP 1: You must complete the following [initial form](#).

STEP 2: Our Business Startup Specialist (BSS) will contact you with next steps and to book a mandatory discovery call/meeting where you will be graded against the following criteria by the BSS and the Grant Review Committee:

- Registered Business
- Business Plan: Solid business model, competitive analysis, marketing, & financials
- A defined team and ownership model
- A clear path to revenue
- Capability for sustainable local (New Brunswick) job growth
- Potential for export
- Potential to succeed

### Documents required:

1. Business plan
2. Cashflow projections for 2 years
3. Use of funds outline document (Template Provided)

STEP 3: Once an application is deemed suitable and can be brought forward, it is sent to an independent committee, and they make approval or decline the loan. The committee meeting will allow you 7 minutes for a pitch, and 12 minutes for questions. They will also have access to your business plan and cash flow projections ahead of the meeting



### GRANT DETAILS:

- Eligible expenditures are funded at 100% up to \$25,000 (excluding HST or other applicable taxes)
- up to \$25,000
- works on a reimbursement basis
- approved funding needs to be spent by March 1st, 2024

## APPLY NOW



Visit us to learn more



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