

Got research? Get money!

If there's anything harder than starting and growing a business, it's getting funding for a business! As we all know, banks are only too happy to offer you money when you don't really need it. But when you do...

For most of us owner-managed businesses there are really only 5 non-vulture sources of money (6 if you're 35 or older):

1. YFF (you, your friends and family)
2. Fed Dev
3. IRAP
4. NSERC
5. Canada Small Business Financing (CSBF)
6. Canada Youth Business Funding (CYBF) for those under 35

The first one is the easiest, most painful and most common financing method, so there's nothing more to say. Since I haven't been allocated the space to write about the other more well known programs (Fed Dev, IRAP, CSBF and CYBF), I'll focus in on one less familiar - NSERC.

NSERC is the Natural Sciences Engineering Research Council. This is a relatively new federal government program that provides up to a \$25,000 cash grant. This is a nice feature, and unusual, because you don't need to repay anything (ever)! To qualify for this grant, you must be looking to conduct actual research. This could be a new innovation, an improvement on an existing product or.... You probably know (or at least have a very good gut feel) as to whether or not your project would qualify. In all likelihood, your research

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requirement could be met by working with a faculty member(s) or department at UOIT or Durham College. To qualify, the project leader must be a faculty/academic on-staff member of the educational institution. You have the freedom to select the

faculty member of your choosing (through your own contacts, or through the technology transfer/liaison department). Someone you're comfortable with and someone who would be willing to act as the project leader.



Malcolm MacTaggart
Senior Business Advisor
Innovation Synergy Centre

The other great element of the NSERC program, in addition to receiving a no-strings-attached cheque, is the fact that you will own 100% of the intellectual property, free-and-clear with no strings attached. Add in the fact that the application process is pretty straightforward with a quick turnaround on the acceptance/rejection of the project and you can see why NSERC has a lot of positives..

Malcolm MacTaggart is a senior consultant with the Innovation Synergy Centre - a National Research Council funded business advisory hub..

Scientific Research & Experimental Development ("SR&ED") Program!

...Continued from on page 2

To qualify, the company needs to meet the following criterion:

1. Technical Advance - you were attempting to learn something, or build something that was not possible to know how to build beforehand based either on your personal experience, standard practice or information available in the public domain.
2. Technological Obstacle - at the outset, you were uncertain as to whether you can get it to work, or there is significant uncertainty as to which design will work.
3. Content - you were tackling the problems systematically, learning from your failures and successes, and keep-

ing track of your results.

If you qualify, you can recover up to 78 per cent of your employee costs associated to your project, and 44 per cent of the materials, contractors and assets. But time is of the essence. You only have 18 months following the end of the fiscal year in which the activities occurred.

Danny Ladouceur, CA is the President and Founder of R&D ONE - the premier SR&ED (Scientific Research & Experimental Development) full service firm serving clients of all sizes from diverse industries. For more information, visit: www.rndone.com or call 1.877.266.0005..

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We would love to hear your opinion on the Bulletin... by Mail.

What do we do well, what could we be doing better?

And if you have ideas for business topics and themes, be sure to let us know.

E-mail your thoughts to bulletin@apboardoftrade.com.



The Bulletin...by mail

Information from the Ajax-Pickering Board of Trade

February Edition, 2011

Show me the money

Government funding for your business

Although we are going through a modest economic recovery, every, business people on the ground know exactly how tough it can be in this harsh economic climate.

With that in mind, the Ajax-Pickering Board of Trade decided to consult some of our experts on the topic of public funding available for your business. As you will read in this edition, we received great feedback. With funding available for research, export assistance, and more, its vital that you know what opportunities are out there.

This is the first of an expected five editions of the *Bulletin... by Mail* to come your way this year. In an effort to provide more opportunities for members to reach their fellow members with business-to-business advertising, as well as a new chance to bring articles of interest to our membership, the Board has added to our schedule. As a result, in 2011 you will also receive a Bulletin mailout in April, June, September and November.

Please enjoy this edition of the *Bulletin... by Mail* and take note of some of the helpful suggestions offered by the subject matter experts in the following columns..

Export to foreign markets? EMA might be for you!

No matter what sector you are in, to better solidify future growth, businesses need to take advantage of any and every chance they have to gain an upper hand on the competition.

Recognizing this, and the need to diversify markets to better weather the market shocks and shifts that have become part of today's global economy, the Ontario Chamber of Commerce (OCC) created Export Market Access (EMA) in July 2008, with support and funding from the Government of Ontario. In November 2009, EMA received an additional \$1.6 million from the federal government through the Southern Ontario Development Agency (SODP) to help fund companies specifically in southern Ontario. EMA is non-repayable grant program specifically designed for Ontario's small to medium sized enterprises (SME's) to help cover up to 50% of their costs (up to about \$30,000) incurred in accessing and expanding into foreign markets. Companies can access funds in four main categories: Direct Contacts, Marketing Tools, Market Research, and Foreign Bidding Projects. The main goals for EMA are to help SME's seek out, access

and expand into global markets and to increase export sales of Ontario goods and services.

Ontario has some of the best companies and it's time to get out there and show it to the world. To date, EMA has approved over 440 applications and committed over \$4 million in funding. At the Ontario Chamber of Commerce we strongly believe that Ontario companies can and should be more prominent on a global scale. For some exploring export markets, this may be a daunting and somewhat uneasy endeavor. With the help of the Export Market Access program, not only will companies be able to make an easier decision, it may also take them to the next level. Visit the EMA website for more information: www.exportaccess.ca.

Len Crispino, is President and CEO of the Ontario Chamber of Commerce.



Len Crispino
President and CEO
Ontario Chamber of
Commerce

New Federal Government Funding for Applied Research and Commercializations

Do you know the best kept business secret in Durham Region? It's that Durham College's professors and students are available now to work side by side with you on your commercialization projects - and, they come with funding support from the federal and provincial governments!

Durham College is here to help solve engineering, technology and manufacturing issues for Ontario businesses. Our professors and students will work to create solutions for small- and medium-sized businesses (SMEs) involved in:

- Product and process applied research
- Engineering design
- Technology development (including I.T.)
- Piloting and demonstration
- Problem solving
- Product testing

Under the new Federal Economic Development Agency for Southern Ontario Applied Research and Commercialization Initiative, Durham College can match 2 : 1 the project contributions of the SME to a maximum of \$50,000 : \$25,000. The SME contribution can be a cash investment or in-kind, such as the time of their own

This program is clearly a triple win; a win for the SMEs, a win for Durham College, and a win for Ontario. (If FedDev ARC doesn't fit, Durham College can also collaborate under other government programs.

staff. And the SME retains the rights to the Intellectual Property developed during the projects. Eligible program costs include labour, materials, supplies, and non-capital equipment. Work can take place at Durham College or on-site at the business.

This program is clearly a triple win; a win for the SMEs, a win for Durham College, and a win for Ontario. (If FedDev ARC doesn't fit, Durham College can also collaborate under other government programs.)

Durham College offers many state of the art facilities including an integrated manufacturing centre with full CAD and rapid prototyping; world class water, chemical and biomedical laboratories; and media arts and design studios.



Peter Forint,
Regional VP
Wardell Professional
Development

A brief phone call will determine potential fit between Durham College and your project and funding eligibility. A couple of meetings later and Durham College will take care of the application process.

The government wants quick results and is looking for "shovel ready" projects for completion by March 31 2012, perfect for summer jobs and co-op programs. So don't wait. Call today.

Peter Forint is a management consultant with Wardell Professional Development and an industry liaison at Durham College. Contact him at (905) 721-2000 x 6530 or peter.forint@durhamcollege.ca.

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Wait, are you missing out?

The Canadian government has taken a leadership role by providing a tax incentive that is one of the most advantageous systems in the industrialized world for promoting business investment in R&D with its Scientific Research & Experimental Development ("SR&ED") program.

Last year, a total of \$4.1 Billion was given out to over 21,000 businesses, making it the largest government incentive program for businesses. In spite of the growing number of companies applying for these refundable credits since its inception in 1986, nearly 50 per cent of companies that are eligible still don't apply, either because they simply don't know about the program, they think it is too onerous, or wrongly assume that they wouldn't qualify. Are you one of these companies missing out?

The objective of the program is to support the creation of new knowledge, which will ultimately lead to new innovation that will make Canadian companies more competitive and boost the economy through the creation of new jobs. The companies that tend to benefit from this government funding are those in the Computer Software & IT, Manufacturing, Electronics, Telecom, Pharmaceutical, Food & Beverage,

Alternative Energy, Engineering, and Plastics industry sectors.

The common myths about the program is that you need to have scientists with white coats, that your projects need to be revolutionary, that you need to be the first to develop it, and that you need to succeed; which simply isn't true!

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In fact, if you have done or are currently doing one of the following, you probably qualify:

- Developed a new product or new features to an existing product;
- Changed a process or a product when faced with a technological challenge;
- Developed or had someone develop a new computer software;
- Designed or tested new products, prototypes, methods or processes;
- Hire highly technical staff to improve

your products or processes;

• Made changes to your manufacturing process or equipment to increase productivity or product quality; and/or

• Developed a new application for an existing technology.

...Please see 'Scientific' on page 4



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Danny Ladouceur
Chartered Accountant-
President & Founder,
R&D ONE Inc.

Government launches 2010-11 Small Business Internship Program

In late 2010, the federal government launched the Small Business Internship Program (SBIP). The SBIP helps small and medium-sized businesses across Canada improve their productivity and competitiveness by hiring approximately 400 student interns annually to help with information and communication technology (ICT) projects.

Thanks to the SBIP, Canadian small businesses are able to apply to hire a qualified student intern for a 12-week period to help them with e-commerce ICT projects. The SBIP reimburses up to 75 percent of the eligible salary and benefits costs for each participating small and medium-sized business. This focus is of particular interest to

the Canadian Chamber of Commerce given our work promoting ICT adoption within SMEs.

The SBIP is a collaborative effort of Canadian small businesses, post-secondary institutions and non-government organizations that offers post-secondary students hands-on experience

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working on e-commerce projects under the mentorship and coaching of entrepreneurs. Industry Canada has selected 14 organizations from across Canada as delivery agencies for the SBIP. The delivery agencies will be responsible for select-

ing businesses to participate in the program. For more information on the SBIP and its delivery agencies across Canada, visit the SBIP website. <http://www.ic.gc.ca/eic/site/sbip-pspe.nsf/eng/home>



Jennifer Hagen
Director,
Chamber Development &
Services
Canadian Chamber of
Commerce

The Ajax-Pickering Board of Trade is one of the 420 plus member chambers of commerce and boards of trade of the Canadian Chamber of Commerce, advancing business issues with policymakers to make Canada a stronger and more competitive business environment for Canadian businesses and the communities and families that they support.

community matters... and we're proud to be part of yours

Congratulations Pickering on 200 years!

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from your friends at the **AJAX-PICKERING Board of Trade**