

Nova Scotia Business Development Program

Program Guide

General

From an economic and commerce point of view, Nova Scotia has the infrastructure, the educated workforce, and the accessibility, to allow business start-ups, expansion, as well as to discover new ways of doing business.

The Nova Scotia Business Development Program will offer businesses in the province, opportunities to review and assess practices, and assist with developing new approaches. The intent of the program is to assist the *start-up of new businesses* and to enhance the *economic vitality of existing businesses* in the province.

Consultants may be retained to provide in depth study including appropriate followup advisory services of a problem area, or they may be retained in a short-term advisory capacity only.

Rebates

Rebates for approved projects for **existing businesses** will be made at **50%** of total project costs to a maximum of **\$10,000.00**. **Special rebates** of **75%** of total project costs up to a maximum of **\$12,000.00** per applicant, will be made available to groups of three or more existing businesses that wish to participate in the same activity using a common consultant. If at a later date the number of group businesses drops below three, funding will automatically drop to **50%** or **\$10,000.00** per remaining approved applicant.

Rebates for **new businesses** will be for a maximum of **\$10,000.00** or **50%** of approved project costs.

Eligible Activity

The types of activity eligible for cost sharing would include , but not necessarily be limited to:

- management training, staff training, and staff recruitment;
 - market research;
 - assessment and/or development of advertising and promotional plans;
 - assessment and/or developing of visual merchandising techniques such as store layout etc.;
 - and
 - assessment and/or development of fiscal management tools.
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Ineligible Activity

The types of activity not eligible for cost sharing would include, but not necessarily be limited to:

- the writing or purchasing of computer software for accounting or inventory control purposes;
 - the production of advertising copy or artwork;
 - the creation of window displays beyond that required for demonstration purposes;
 - interior renovations; and
 - any services of a recurring nature.
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Application Procedure

To qualify for assistance, applicants must submit a completed application form to the nearest local office of **Nova Scotia Economic Development** (NSED). Visit www.gov.ns.ca/econ/nsbdp for a copy of the application. The form requirements include the nature and scope of the project, a detailed terms of reference, the proposed time frame, consultant's resume and pertinent cost information. Applicants are limited to one approved project per fiscal year. Written reports are an end product of the service, and thus, a copy of that report must be provided to NSED at the time of project completion.

Applications for this program will be reviewed on a first come first serve basis until program funds are fully committed. Approval is based on merit and made upon the recommendation of the Regional Manager of NSED.

Applications for the Business Development Program are to be submitted to the local office of the Community and Rural Development Branch of NSED. They will be reviewed on a first come, first serve, basis with no notional specific budget allocation per region. Approval will be based on merit and made upon the recommendation of the Regional Manager of NSED. Projects underway prior to receiving funding approval will be deemed ineligible.

Businesses applying for the special rebate must submit all related applications at the same time and each applicant must submit an individual proposal.

There is a fixed amount of funds associated with this initiative. The project must be awarded to the consultant within three weeks of the applicant receiving project approval. Funds for projects that lapse, will be lost to the applicant and made available for other applicants.