

Enterprise Trade Fund (ETF) Guidelines

PURPOSE

The purpose of the Enterprise Trade Fund (ETF) is to stimulate Yukon business activity through market expansion and business development.

OBJECTIVES

The objectives of the Enterprise Trade Fund are to:

- Open up new markets or significantly expand existing markets, particularly export markets;
- Support the development of Yukon businesses.

ELIGIBILITY

Funding is available to all Yukon registered businesses (registered with Yukon Government Corporate Affairs and carrying out business activity in Yukon), and not-for-profit organizations registered under the *Societies Act* focused on market expansion and business development. Applicants from the media development industry should contact the Yukon Media Development Branch.

In order to be considered for ETF, your product or service must be completely developed, ready to sell, or in a solid position to attract investment. You must also be able to produce the products in the quantity required to supply the target export market.

Subject to relevant assessment criteria, some examples of possible projects may include:

- Promotional material for new markets and market expansion;
- Business plans;
- Marketing plans;
- Market research;
- Professional development workshops and other learning forums on business topics; and
- Participation in trade and investment missions.

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FUNDING

In order to best meet demands on the fund and support a variety of projects, private business projects are funded up to a maximum of 50%. A number of criteria, outlined in the Assessment of Applications section, are used to assess eligibility and the rate of funding.

Applicants are encouraged to talk to a Program Officer for information relating to specific projects.

INELIGIBLE ACTIVITIES

Ineligible activities include activities and projects that relate to the following:

- Purchase of capital assets;
- Leasehold improvements;
- Tourism marketing initiatives that are eligible under the Tourism Co-operative Marketing Fund; and
- Operations and maintenance.

Some examples of operational and maintenance costs: salaries, annual subscription costs, printing of general use business cards, logo development, permitting fees, business license fees, and business lease or rent payments.

ASSESSMENT OF APPLICATIONS

Applicants will be assessed based on the following criteria:

- Written demonstration of how the project will achieve one or more of the stated objectives of the Enterprise Trade Fund;
- Reasonableness of the funding request (e.g.: strength of the link between costs and project outcomes);
- Likelihood of the project resulting in new employment or wealth creation;
- Experience and qualifications of the proponent;
- Number of other Yukon businesses likely to directly benefit from the project; and
- Success of previous projects undertaken by the same proponent assisted by the Enterprise Trade Fund or any other fund administered by the Department of Economic Development.

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APPLICATION TIMELINE

Applications for funding up to \$10,000 will be determined within 10 business days of receipt of a complete application. Applications for funding over \$10,000 will be determined within 20 business days of receipt of a complete application. Notification of determination of funding applications will be made within 5 business days of determination.

APPLICATION DEADLINE

- ETF applications may be submitted to the Business and Industry Development Branch at any time during the fiscal year.

Please discuss your application with a Program Officer prior to submission.

WHAT TO INCLUDE IN AN APPLICATION?

Please provide as much detailed information on your project, including how it meets the assessment criteria, timelines of your project, project budget and funding request, quotes for any work to be completed by a contractor, performance measures (what you hope to achieve by the project), and any marketing or business planning activities previously completed.

Your application must clearly explain why your project meets the program objective and describe how your product or service is export-ready.

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REPORTING REQUIREMENTS

Final project reports must provide a level of detail appropriate for the project. It should include successes/failures of the project, whether performance measures for the project were achieved and must include copies of paid invoices. A detailed statement of expenses is also required.

It is recommended the final report include the following details as applicable:

- Number of new markets opened for Yukon products or services;
- Number of new marketing alliances formed;
- Improvement in business knowledge networks;
- Value of new investment for Yukon-based export businesses;
- Change in value of export sales of Yukon products or services;
- Change in business revenue; and
- New private sector employment.

Reporting requirements may vary depending on the project and timeline. Please discuss these details further with a Program Officer.

FUNDING SUPPORT

Project funds may be provided according to the following guidelines:

- An advance payment of up to 50% of approved funding upon receipt of a request in writing (email or fax are acceptable) supported by a project cash flow.
- Final payment upon receipt of a complete final report.

Any surplus funds (the excess of funding received by the proponent but not spent on eligible activity) must be repaid in full to the Government of Yukon.

PROGRAM OFFICERS

Program Officers are the first point of contact for all applicants. They are available year round and provide support and advice on any potential application. Each application will be assigned to a Program Officer who will work with the applicant to ensure that all the information has been provided for full project consideration.