

Build a Government Funding Plan

Keys to Optimize your Government Funding Strategy



Benefits of an Optimized Funding Strategy

How to Succeed by Planning Government Funding Submissions

Companies who have the most success with government grants and loans share a common trait:

They have a customized funding strategy.

Government funding is available for a range of business activities – the key is to have a strategy that aligns your future projects to these programs.

This critical planning activity will:

- ▶ Enable more projects that require large investments;
- ▶ Assist the project planning and management process; and
- ▶ Accelerate business growth by extending cash flow.

The Proactive Management Approach

How Forward-Thinking Companies Optimize Their Funding Strategy

Does your management style represent any of the following characteristics?

The companies who are most successful with government funding are mature (incorporated for 2+ years), growth-oriented, and:

- ▶ Develop strategic plans outlining major goals and projects over the next 12-24 months;
- ▶ Provide open, consistent communication about priorities and desired outcomes;
- ▶ Record, report, and analyze the project's outcomes;
- ▶ Engage multiple team members in the project planning process; and
- ▶ Plan projects in accordance to available funding incentives.

Avoid The Reactive Funding Trap™

How Being Reactive Limits Funding Potential

The Reactive Funding Trap™ occurs when companies apply for funding just prior to the start of a project.

- ▶ This near-sighted issue puts companies at risk of running into funding program deadlines.

As a result, businesses:

- ▶ Lack enough money to execute their top priorities;
- ▶ Lose a competitive advantage; and
- ▶ Don't realize full potential.

By planning government grant and loan submissions well ahead of project start dates, companies can avoid the Reactive Funding Trap™.

Is Your Strategy Proactive or Reactive?

Understand the Foundation of Your Funding Strategy

All management teams use a combination of proactive and reactive strategies to finance their operations.

- ▶ The key to optimizing your financial strategy is to use more proactive strategies than reactive ones.

To determine if your organization is more proactive or reactive, consider:

- ▶ Do you have a clear goal for your business?
- ▶ Do your projects have well-defined timelines?
- ▶ Do company executives agree on strategic direction?
- ▶ How do you compare to industry key performance indicators (KPIs)?
- ▶ Does it feel like your organization is achieving its full potential?

The Proactive Funding Formula™

Use a Proactive Approach to Government Funding

The Proactive Funding Formula™ consists of three critical elements:

1. **Projects & Priorities**

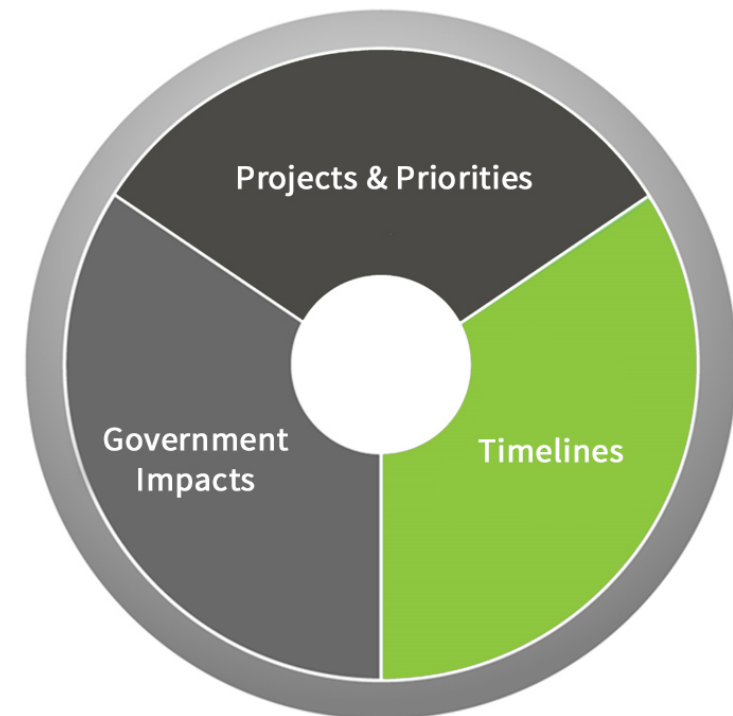
Your company's strategic direction over the next 12-24 months and the projects required to achieve success.

2. **Timelines**

Set times for starting and finishing each project. This should include major milestones and deliverables.

3. **Government Impacts**

A list of impacts the government looks for most when funding projects, such as job creation or revenue increases.



1. Identify Projects and Priorities

Plan Company Goals and the Projects to Achieve Them

Develop a streamlined view of company goals and projects over the next 12-24 months.

Build and evaluate a list of upcoming projects based on:

- ▶ When they will be started/finished; and
- ▶ Their strategic importance.

How it benefits your strategy:

- ▶ Identifies the projects in most immediate need for funding support; and
- ▶ Identifies projects that are either contingent or heavily influenced by receiving funding.

2. Align Project Timelines to Funding Timelines

Determine When to Apply and Access Government Funds

Match upcoming projects to government funding program availability.

Research government funding programs to understand the conditions of its availability, including:

- ▶ Application intake periods;
- ▶ The review process;
- ▶ When funds will be awarded; and
- ▶ When projects must be finished.

How it benefits your strategy:

- ▶ Maximizes the number of expenses that can be included for funding consideration; and
- ▶ Ensures projects will not be delayed by the application process

3. Integrate Government Impacts

Propose Deliverables that Accomplish Government Objectives

Describe projects in a way that demonstrates how the province or country will benefit.

Identify project outcomes that influence your application's competitiveness, including:

- ▶ Productivity enhancements;
- ▶ Innovation;
- ▶ Domestic and international revenue growth; and
- ▶ Increasing the size or skill of your workforce.

How it benefits your strategy:

- ▶ Accelerates the review process; and
- ▶ Provides a clear case for the project to support funding approval.

The Proactive Funding Approach™

How to Apply Mentor Works' Proactive Funding Formula™

- 1. Identify Your Strategic Priorities**
Evaluate your 12-24 month growth plan.
- 2. Strategize a Proactive Funding Plan**
Align your priorities to applicable grants and loans.
- 3. Simplify the Funding Process**
Provide a simple layout for information collection and write the application to align with government impacts.
- 4. Educate on Additional Funding Opportunities**
Provide consistent updates on new grants and loans, including access to executive strategy sessions.



Identify Strategic Priorities

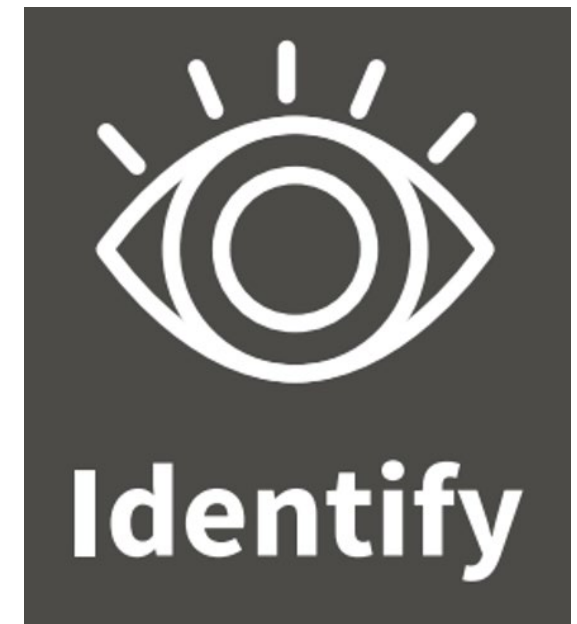
Evaluation of Your Business' 12-24 Month Growth Plan

Mentor Works' team of Government Funding Planners™ routinely meets with Canada's most forward-thinking executives to discuss their strategic growth plans.

Executives are often amazed at how many projects are eligible to receive government funding.

Grants and loans may be available to cover a portion of the expenses related to:

- ▶ Business Expansion (Including Into Export Markets);
- ▶ Capital Investment;
- ▶ Research and Development; and
- ▶ Hiring and Training.



Strategize a Proactive Funding Plan™

Aligning your Priorities to Applicable Grants and Loans

Given your growth blueprint, we can develop a customized Proactive Funding Plan™ specifically adapted to enhance project activities and extend cash flow.

Deciding which government programs to use can be tricky. But this doesn't have to be the case.

Mentor Works' Proactive Funding Plans™ provide a straightforward view of each program and details information most critical to your planning process, including:

- ▶ Funding amounts and stacking opportunities;
- ▶ Application deadlines; and
- ▶ Project outcomes/impacts required for funding.



Simplify the Funding Application Process

Collect Project Details and Write the Application

Our experienced team of writers can save you time by proposing your project in a way that draws attention to the positive impacts that are viewed favorably by reviewers.

Application writing is a skilled, time-intensive process. Involving a writer with funding experience is critical to communicating the right details about your projects.

The Proactive Funding Planners™ are well-accustomed to over 60 active government grants and loans. This expertise can:

- ▶ Reduce company time requirements by 95%;
- ▶ Emphasize details that are critical to successful applications; and
- ▶ Identify post-submission follow-up and reporting requirements.



Educate on Additional Funding Opportunities

Funding Alerts and Strategy Sessions

**Government funding should be used to offset the costs of most strategic projects.
Let us inform you when new funding opportunities become available.**

Proactive Funding Plans™ evolve over time to support new projects, or to align new government funding programs to previously ineligible projects.

Mentor Works communicates these opportunities through targeted email campaigns, funding presentations, and individualized strategy sessions.

Incorporated, growth-oriented companies may begin their government funding education by [registering for a small business funding webinar](#).



Apply for Funding

Start Navigating the Successful Funding Path

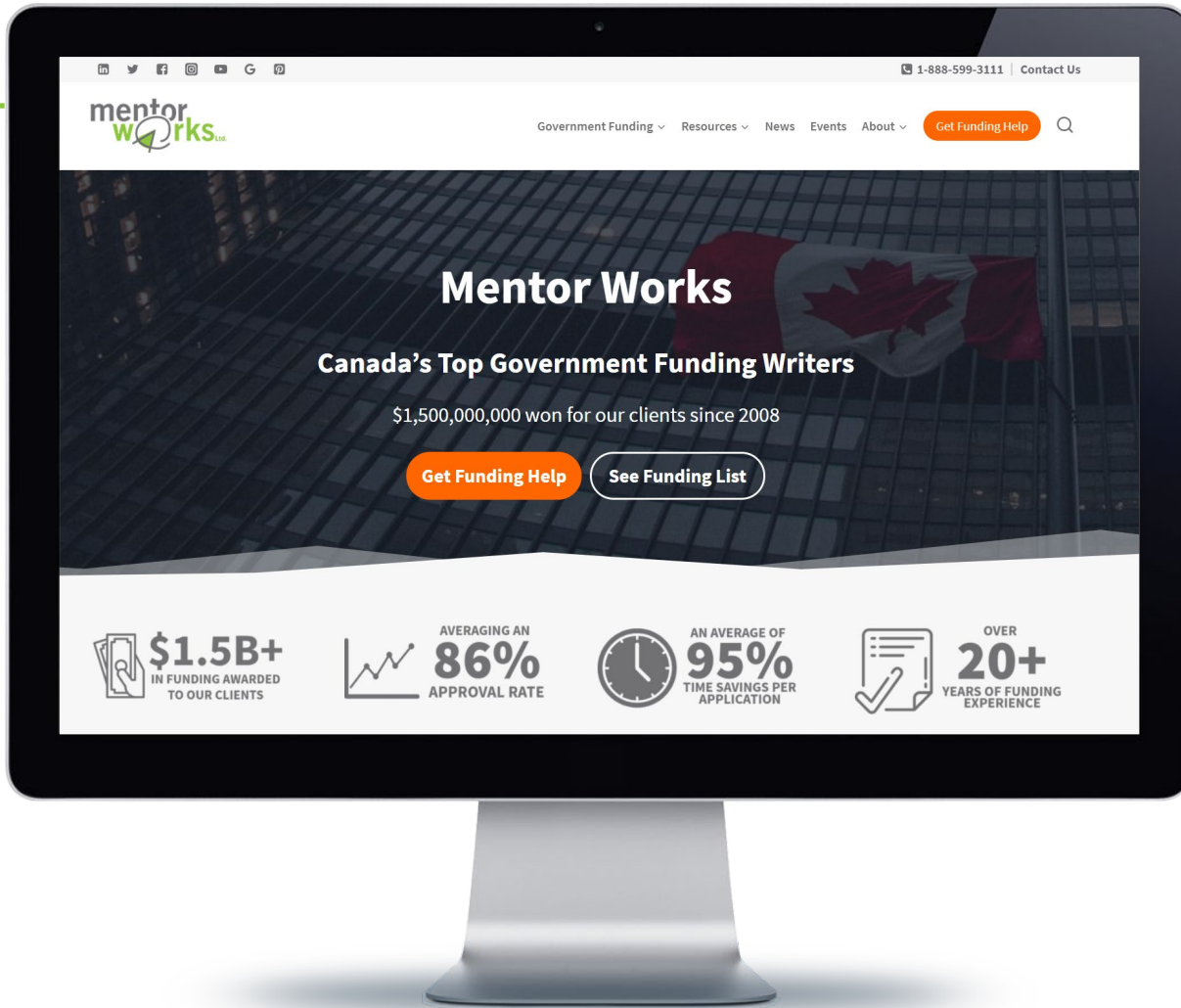
Top Signs Your Organization Needs a Government Funding Planner™:

1. There never seems to be enough time to research funding programs;
2. There are no/few employees capable of developing a competitive application; and
3. The funding process seems complex and confusing.

Is Your Business Experiencing Any of the Above?

Register for a complimentary Starter Session by calling or sending us a message

1-888-599-3111 | [Contact Us](#)



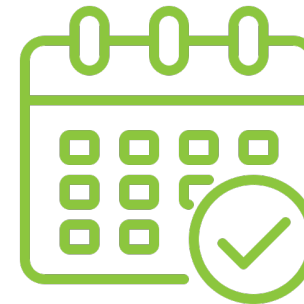
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