

# 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

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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

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### 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

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**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

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**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

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**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

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**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

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**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

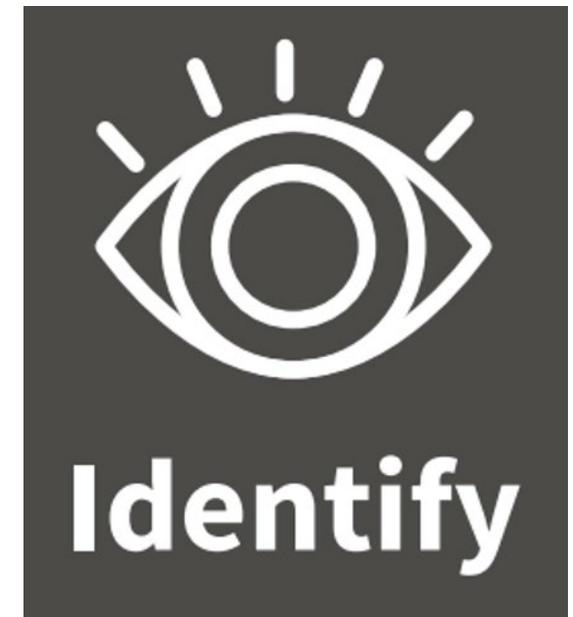
## Evaluation of Your Business' 12-24 Month Growth Plan

**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

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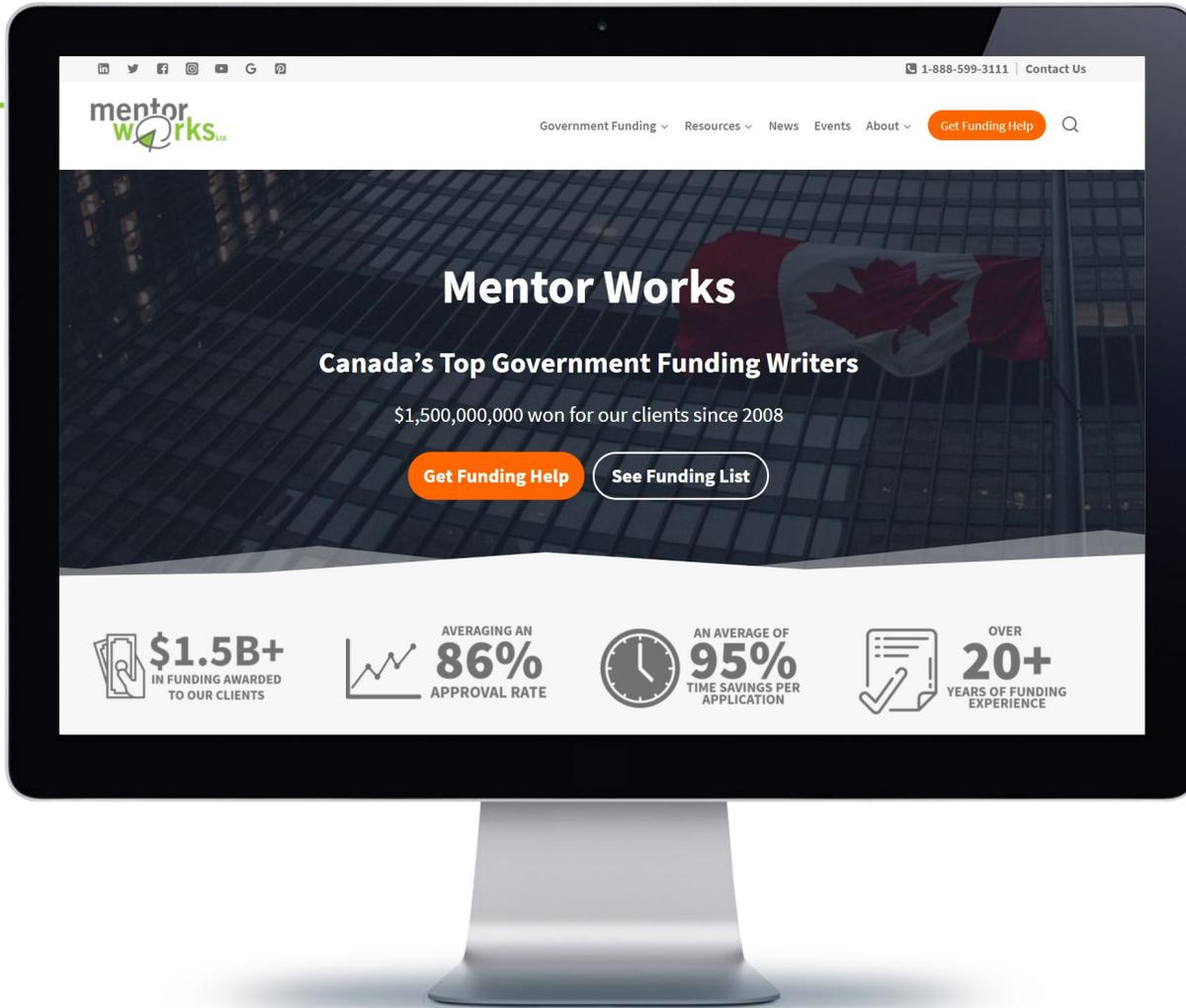
### Top Signs Your Organization Needs a Government Funding Planner™:

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

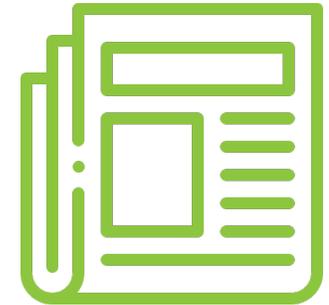
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