

**NATIONAL RESEARCH COUNCIL OF CANADA
INDUSTRIAL RESEARCH ASSISTANCE PROGRAM**

Supporting SME growth through innovation and technology

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Industrial Technology Advisor**



Overview

NRC-IRAP:

- Who we are
- What we do
- How we serve
- Clients
- How to become a client



MANDATE

Stimulate wealth creation in Canada through technological innovation

VISION

Be the first place where innovative firms go for support to develop their ideas into commercial success

MISSION

Accelerate the growth of SMEs by providing them with a comprehensive suite of innovation services and funding



Delivered by a network of over 240 field agents located in more than 100 communities

What we do

- Support the needs of small and medium-sized enterprises (SME) engaged in innovative technology-driven activities
- Assist firms to develop, adopt or adapt technologies and incorporate them into competitive products and services to be commercialized in the global marketplace

How we serve

- Assist you in validating your ideas
- Provide a suite of advisory services
- Offer strategic, competitive, business intelligence
- Promote networking and linkages with potential partners in Canada and abroad
- Provide non-repayable financial assistance



NRC-IRAP business model



Our programs

Industrial Research Assistance Program (IRAP)

Includes financial support for innovation projects with SMEs and contributions to organizations assisting SMEs

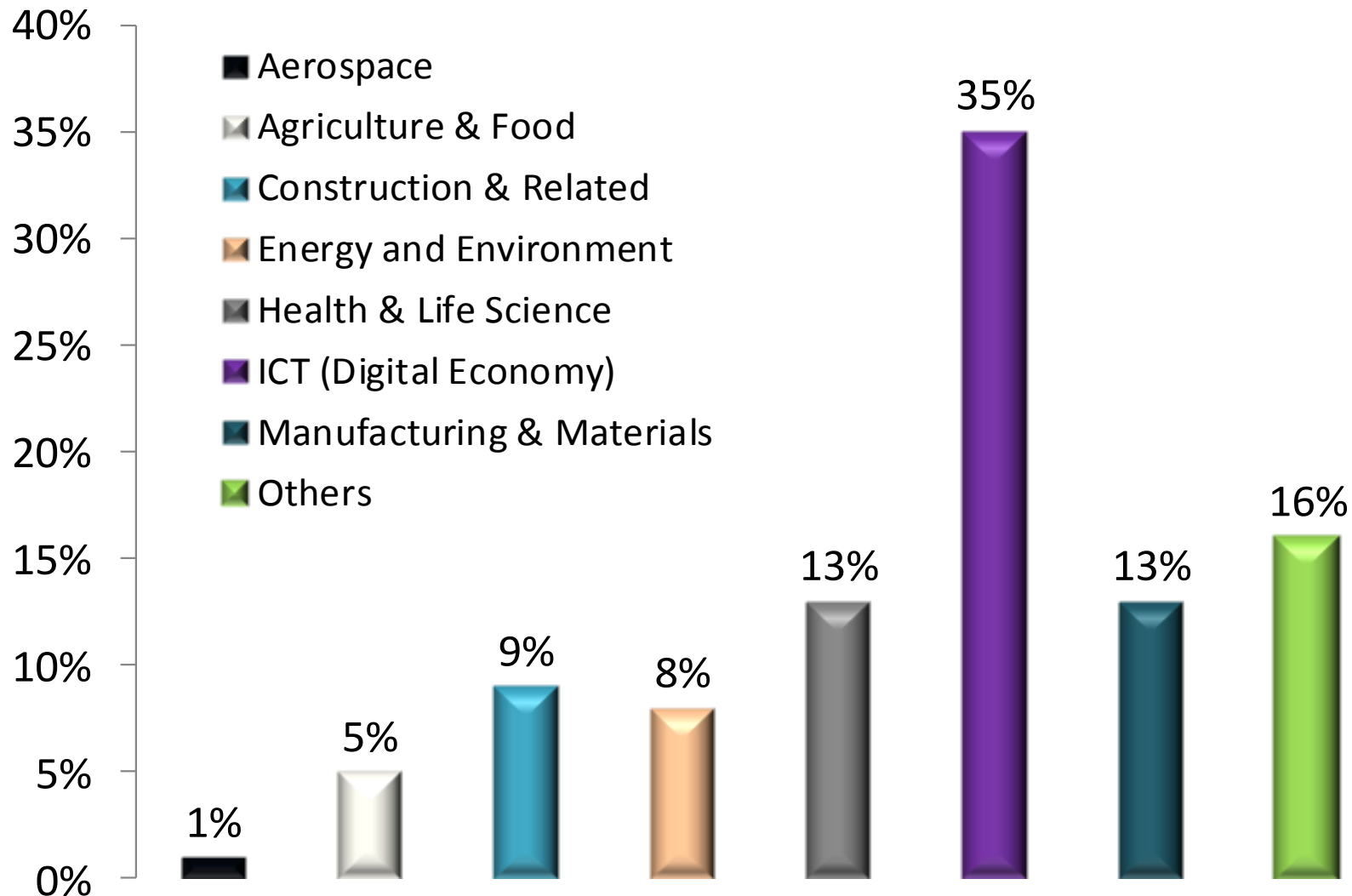
Youth Employment Program (YEP)

Helps SMEs hire highly skilled post-secondary graduates

International Programs (EUREKA and CIIP)

Enables R&D projects for SMEs with international partners in strategic export markets.

Our clients by Industry Sector



Year 2012-2013



How to become a client

1. Eligibility

If your company meets all of the following criteria:

- incorporated and profit-oriented entity, located in Canada with fewer than 500 full-time employees
- have the objective to grow and generate profits in Canada through the development and commercialization of innovative, technology-driven new or improved products, services, or processes.
- open to developing a trusting relationship with NRC-IRAP

Your company may be eligible for support

2. Meeting with an ITA

An Industrial Technology Advisor (ITA) will visit you at your location to better understand

- Your business structure (ownership, management, etc.)
- Your business strategy
- The nature of your activities (products/services, clients, competitors...)
- Available resources (human, material, etc.)
- Where you are with your idea

You will

- Discuss how NRC-IRAP can help you achieve your business goals
- Learn more about the variety of our services and programs
- Receive information on the conditions for financial contribution support

3. Project definition

- Define the business opportunity
- Identify the client's needs
- Discuss technology options and strategies
- Define the project's objectives, resources, timelines, deliverables, etc.

4. Proposal for financial support

Your proposal must:

- Provide an overview of your business
- Identify clear and measurable objectives
- Contain a clear description of the activities necessary to achieve your project
- Elaborate a realistic budget that is coherent with your project's activities and resources
- Identify other sources of financing, if available

Your ITA will provide you with access to online tools

5. Proposal evaluation

Project assessment:

- Understanding the business opportunity
- Evaluating the firm and its capabilities
- Assessing the project content and technical uncertainties/ challenges

Determining the financial contribution level:

- What activities are required to accomplish the project?
- What is the overall cost of the project?
- What portion of the project does NRC-IRAP support?
- Are the project costs reasonable?
- What effect will NRC-IRAP's contribution have on the project?

6. Project management and follow-up

Your ITA will work with you from start to finish:

- Offer support throughout the life of your project
- Help you reach the technical objectives of your project
- Follow-up to ensure you maximize the commercial benefits resulting from your project

What is Concierge Service?

Innovation Advisors are industry experts that provide free, one-on-one assistance and customized guidance in selecting the most relevant programs and services to help your business grow.

To find an advisor near you:

Call our bilingual client contact center

1-855 53-GUIDE (1-855-534-8433)

9:00 AM to 4:30 PM / Monday to Friday (Local time)

Visit our website www.concierge.portal.gc.ca

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780-495-8189

To reach an ITA in your area, call or visit website

1-877-994-4727
www.nrc-cnrc.gc.ca/irap

