

GOING GLOBAL INNOVATION (GGI) APPLICANT GUIDE

This version of the Guide expires on March 31, 2018.

Definitions

Angel Investors

Angel investors are high-net-worth individuals/networks, often entrepreneurs who have successfully founded and/or operated one or more companies themselves. They typically mentor and invest their own personal capital in seed- and early-stage companies, most often prior to the commercialization stage of their innovation. They are the oldest, largest, and most often used source of outside funds for entrepreneurial firms.

Other Canadian Entity(s)

A Canadian organization partnering with the Applicant for the purposes of seeking a Foreign Entity for R&D Collaboration on a specific product, service, or application that have commercial outcomes anticipated.

Contractual Agreement

A legally binding instrument such as a Joint Technology Agreement, Joint Venture Agreement between the Applicant and the Foreign Entity for the purpose of R&D collaboration that will result in the adoption and/or adaptation of innovative or technology-driven new or improved products, services or application up to its commercialization.

Canadian Entity

A Canadian Entity is the employer of an eligible GGI recipient (SME, academic institution, non-government research centre) registered in Canada.

Innovator(s)

Innovator(s) are individuals from a Canadian academic institution, SME, or non-government research centre that are seeking to commercialize their technology.

Market

The Market is the country and/or region in which the new or improved technology is targeted for commercialization.

R&D Collaboration

Research and development project undertaken by the Applicant and the Foreign Entity for the purpose of adoption and/or adaptation of innovation or technology-driven new or improved products, services or application up to its commercialization.

Sector

A sector is an area of the economy in which businesses share the same or a related product or service.

Small or Medium Enterprise

A small or medium enterprise (SMEs) is defined as companies with 500 or fewer full-time equivalent employees.

Foreign Entity

An international entity with the specific knowledge, expertise and/or technology that the Applicant is seeking collaboration with to enhance a specific product, service, or application that have commercial outcomes anticipated.

The Department

Global Affairs Canada (GAC), identified as the Department of Foreign Affairs, Trade and Development (DFATD) in the Government of Canada's Registry of Applied Titles, has overall responsibility for the Going Global Innovation Program (GGI).

Total Addressable Market (TAM)

TAM is a term to reference the revenue opportunity available for a product or service. TAM helps to prioritize business opportunities by serving as a quick metric of the underlying potential of a given opportunity.

Venture Capital

A specialized form of private equity, characterized chiefly by high-risk investment in new or young companies following a growth path in technology and other value-added sectors.

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1. Objective of Going Global Innovation Program

The Going Global Innovation (GGI) Program is a contribution program which offers limited amounts of funding to support [Innovator\(s\)](#) from Canadian [Entities](#) to formalize [Contractual Agreement\(s\)](#) to undertake technology commercialization (including adaptation and validation) with [Foreign Entities](#).

The ultimate outcome of the Contractual Agreement(s) with the Foreign Entity must be for the purpose of [R&D Collaboration](#) that will result in the commercialization of a product, service or application which can serve to generate revenue in the next 1-3 years.

Funding is available for Projects that meet program objectives and eligibility criteria.

2. Key Program Elements

2.1 GGI Funding

GGI will pay up to 75% of eligible costs to a maximum of \$75,000 for any approved contribution.

2.2 Eligible Recipients

Eligible GGI recipients are Innovator(s) from Canadian:

- [Small or Medium size Enterprises](#) (SMEs);
- Academic institutions; and
- Non-government research centres.

GGI applicants must:

- Represent an Entity that is registered in Canada;
- Demonstrate adequate managerial capabilities to execute activities;
- Have sufficient financial resources to support their share of proposed Project activities and future technology commercialization or R&D costs;
- Not be funded entirely by Canadian government organizations (federal, provincial, territorial, or municipal or Crown corporations);
- Own or co-own the IP or the technology that will be commercialized;
- Have an identified Foreign Entity to pursue the formalized Contractual Agreement; and
- Be the Entity performing the R&D and/or technology commercialization activities resulting from the Contractual Agreement(s).

2.3 Eligible Activities

Proposed Project activities must be in pursuit of formalizing Contractual Agreement(s) with a Foreign Entity for the purpose of R&D Collaboration. The GGI Program does not fund activities following the formalization of a Contractual Agreement.

In order to streamline and provide a more efficient application process, Applicants pursuing more than one Contractual Agreement with separate Foreign Entities for different R&D Collaborations can do so in one GGI Application Form.

Eligible Activities may include:

- Meetings with a Foreign Entity in Canada or abroad;
- The development of legal documentation necessary to formalize Contractual Agreement(s) with the Foreign Entity for R&D Collaboration where commercial outcomes are anticipated;
- The pursuit of financial support for foreign investment to fund technology development (e.g. travel costs to pursue [Venture Capital](#) or [Angel Investors](#)); and
- Applicant(s) may apply for only one exhibition or conference per application and it must be justified. Application must demonstrate that specific meetings with Foreign Entity(s) for R&D Collaboration, outside of an exhibition or conference, have been confirmed. A list of confirmed Foreign Entity's participants and their full contact information must be provided in the appropriate section of the Application for any meetings that are to be held on the margins of an exhibition or conference.

NOTE: This is not a comprehensive list of eligible activities. If you are unsure about any of the examples listed above or the eligibility of your proposed Project, please contact [the Department](#) by sending an e-mail to: innovation@international.gc.ca.

2.4 Eligible Costs

2.4.1 Travel and Related Costs

Various reasonable travel costs are eligible for reimbursement under GGI and may include:

- Airfare (lowest economy class / excursion or other promotional type of air fares must be sought at the time of booking) for direct routes;
- Costs associated with reasonable local transportation in Canada and the foreign country such as taxi, car rental, public transportation, train, etc., are eligible expenses. All local transportation costs must be for the following transportation purposes:
 - To and from airports;
 - To and from meetings; and
 - To and from site visits.
- Shipping of equipment for purposes of demonstration to the Foreign Entity(s) up to \$5,000;
- Meeting room rentals;
- Audio/visual equipment rental;

- Reasonable Hospitality;
- Registration fees;
- Translation and interpretation costs (maximum GGI funding of \$3,000);
- Photocopies or Printed Material (maximum GGI funding of \$500);
- Reasonable accommodation. In determining reasonable costs the Department uses as a guide the [Public Works and Government Services of Canada Accommodation Rates](#);
- Actual costs for meals and incidentals that have been directly incurred by the recipient to a maximum rates identified in [National Joint Council Travel Directive](#) set out in appendices C and D of the Directive; and
- Legal services to develop instruments necessary to formalize a Contractual Agreement for the purpose of undertaking R&D Collaboration with the Foreign Entity. These may include:
 - Joint Technology Agreements;
 - Joint Venture Agreement;
 - Intellectual Property Agreements; and
 - Materials Transfer Agreements.

NOTES:

- Recipient may claim costs incurred for a single day early arrival for destinations that involve long overnight flights or which exceed five time zones.
- Generally a maximum of four days for travel will be supported. Exceptions may be approved with sufficient justification.
- The maximum number of trips to formalize a single targeted Contractual Agreement supported by GGI funding is four, unless the Applicant can provide sufficient justification for additional trips.
- For GGI purposes, the direct route is defined as the route between the traveler's home location and the location of the approved GGI activity, without any additional stops/legs/destinations for non-GGI related purposes (layovers or stops are acceptable when they are for the purpose of securing a more economical airfare).
- In determining reasonable hospitality costs the Department uses the Treasury Board of Canada's Directive on Hospitality (Appendix 2 found at the following website: <https://www.tbs-sct.gc.ca/pol/doc-eng.aspx?id=27228>) as a guide.

2.5 Canadian Government Stacking Limits

The GGI stacking limit for total Canadian government assistance (federal, provincial, and/or municipal) for any eligible line item is 75%.

Stacking limits apply to the following public sources of funding or support: grants and contributions; capital stock or equity; subsidies; rebates; loans; provisions for potential losses on loan guarantees or loans; or investment tax credits received from Canadian government (including federal, provincial, territorial, or municipal and Crown corporations entities).

GGI Applications must identify Canadian government sources of funding for each eligible cost. In the event that actual total Canadian government assistance exceeds the stacking limit, GGI approved funding will be adjusted in order to comply with these limits.

2.6 Ineligible Activities and Project Costs

2.6.1 Activities Not Eligible for GGI Funding

GGI does not fund any activities outside of the formalization of the Contractual Agreement between the Canadian Entity and the Foreign Entity.

Examples of ineligible Project activities include:

- Any activities related to R&D;
- exploratory missions to identify a Foreign Entity(s);
- participation in numerous conferences without R&D Collaboration potential and targeted meetings with Foreign Entity(s);
- sabbatical leave;
- student exchange programs;
- speaking engagements;
- study tour;
- general outreach;
- participation in accelerators or technology incubation programs; and
- Any activities not approved by GGI in advance.

2.6.2 Ineligible costs include:

- Under no circumstance will business or first class air travel be considered an eligible GGI expense;
- Bonus points earned from various programs (such as Air Miles/Aeroplan/World Points or any other barter system) are not considered "incurred costs" and are not eligible for reimbursement;
- Travel costs for persons not essential to the development of the Contractual Agreement (e.g. consultants);
- Upgrades on flights or hotels that exceed the total Project funding amount approved by the Department;
- Medical Insurance;
- Travel Insurance;
- Medication for travel - e.g. diarrhea prescription;
- Electrical adaptor;
- Visa costs;
- Passport costs;
- Cell phone international roaming charges;
- Full per diem rates for meals cannot be claimed if any meals were paid for by a third party (e.g. hospitality provided by meeting host) or for partial

- days traveled (e.g. first day of travel began after breakfast or lunch and/or last day of travel ended prior to lunch or dinner);
- Meal costs that have not been directly incurred by the GGI approved travel recipient;
 - Under no circumstances are alcoholic beverages considered an eligible expense for reimbursement under GGI funding, this includes hospitality;
 - Costs that were not approved by GGI;
 - Costs for warehousing and shipping of samples ;
 - Exhibition booth rental and/ or installation;
 - Technicians and consultants fees;
 - Any activities relating to the licensing or transfer of technology for sales purposes (revenue generation);
 - Administrative costs and salaries;
 - Honoraria for participants;
 - Overhead costs;
 - Development of website presence and web hosting;
 - Items for which a refund or rebate is received (e.g. taxes); and
 - Federal and /or International taxes and duties.

NOTE: This is not a comprehensive list of ineligible Project costs. If you are unsure about any of the examples listed above or the eligibility of your proposed Project, please contact the Department by sending an e-mail to: innovation@international.gc.ca.

Please include your full contact information in all of your correspondence with the Department.

2.7 Application Deadlines

GGI has an on-going Application in-take process. However, Applications must be submitted as least 8 weeks prior to the anticipated Project start date.

In order to facilitate an eight (8) week processing time, Applicants should provide immediate responses to any Project-related inquiries from the Department. Delay in responding to inquiries may result in additional processing time. If requests for information have been unanswered for one month, the application will be declined.

For approved projects, the Contribution Agreement may also be rescinded by the Department if the applicant fails to meet the terms of the Contribution Agreement.

3.0 How to Apply

An Application (must be requested via email at innovation@international.gc.ca).

The completed Application and all supporting documents must be submitted electronically to innovation@international.gc.ca.

A complete Application includes:

- A completed Application Form;
- Work Plan and Budget Form;
- Performance Measurement Plan;
- A letter or email from the Foreign Entity(s) expressing their interest in and purpose of meeting the Applicant;
- A letter or email from other Canadian Entity(s) involved in the Contractual Agreement confirming their participation; and, inter alia,
- Copy of the Applicant's business registration documents.

Note: Incomplete Applications will not be processed for funding. Applications with intended travel dates less than 8 weeks from the time the application was submitted will not be processed for funding.

3.1 Application Form

The Application Form requires details about the following:

Section A – Applicant Entity Information:

- The legal name of the Entity;
- Entity's website; and
- Preferred language for correspondence.

Section B –Applicant Contact Information

- The Applicant's complete contact information.

Section C to E - Signing Authority Contact Information

- The signing authority's contact information if it is not the same as the Applicant.

Section F - Entity's Profile

- Entity type (i.e. SME, academic institution, or non-government research centre);
- Entity's registration number;
- Entity's GST/Tax number;
- Number of employees ;
- Description of the Entity which must include details on: the history (e.g. date the Entity was formed); mandate; human resources required to carry out the GGI Project; and the Entity's previous experience in technology commercialization; and
- Description of any prior Going Global Innovation experience.

NOTE: A copy of the Entity's business registration documents must be attached to the Application in order for the Application to be deemed complete. Incomplete Applications will not be processed for funding.

Section G - Project Details

- Project title;

- Expected start and End dates for the Project. These dates should correspond to the dates identified in the Application's Work Plan and Budget;
- Amount of funding sought. This amount should correspond to the amount identified in the Application's Work Plan and Budget;
- Details on other sources of funding to be used to support the Project (i.e. the remaining 25% not covered by GGI);
- Amounts of funding already received from other government sources for the Project;
- Identification of the sector being targeted for R&D collaboration resulting from the Project;
- The type of Contractual Agreement being targeted by the Project;
- A description of the problem or the new opportunity being addressed by the technology targeted for the Contractual Agreement;
- A description of how the technology will solve the problem or address the new opportunity;
- A describe of the technology's competitive advantage (how is it unique or better than what's currently offered) in the target market;
- Patent information;
- A summary of your technology commercialization plan that includes the Total Addressable Market (TAM) and global market share as a percentage of sales anticipated in your first, second, and third year of sales;
- A description of how the Foreign Entity's knowledge, expertise, or technology will enhance the proposed collaboration's objectives, outputs, and outcomes;
- Identify any other Canadian Entities involved in the collaboration and describe their role in formalizing the collaboration with the Foreign Entity and their role in the subsequent R&D Collaboration (e.g. knowledge, expertise, investment sources);
- Provide details of any risks that may threaten successful completion of the Project (i.e. the formalization of the Contractual Agreement) and how these risks will be mitigated; and
- A description of the funding sources being planned for the R&D Collaboration (e.g. Venture Capitalists, Angel Investors, company revenue, government sources, granting councils);

Section H - CANADIAN AND FOREIGN COLLABORATION CONTRACT DETAILS:

- Provide full contact information for both the other Canadian Entity(s) and Foreign Entity.

NOTES: A letter or email from the Foreign Entity expressing their interest in meeting the Applicant to discuss potential collaboration to commercialize the Applicant's technology must be submitted with the Application along with the other requirements outlined in the Guide in order for the Application to be deemed complete.

Section I - Communication Plan:

Identify all planned Project communication activities such as: social media campaigns, blogs, publications; speeches; press releases; posters; invitations; and event reports. The targeted audience for each planned communication activity must be identified.

Section J – Unpaid Debts to Canada

It is a requirement of the Treasury Board of Canada's, "Directive on Transfer Payments" that the recipient of government funding declare any amount owing to the federal government. The amount owing by the Applicant could be under legislation or from other funding agreements the Applicant has with other federal government departments. If an Applicant owes an amount to the federal government, all subsequent contribution agreements that are entered into by the Applicant will have clauses to this effect.

Section K – Conflict of Interest Disclosure

Successful Applicants must comply with the Conflict of Interest Act, the Conflict of Interest and Post-Employment Code for Public Office Holders and the Values and Ethics Code for the Public Sector. Applicants must identify anyone involved with the Project that has in the past year been employed by the Government of Canada or held public office with the federal government.

Section L – Declaration of Applicant

By signing the Application, the Applicant declares that, the information provided is complete, true, and correct. The Applicant also understands that any withheld, false, or misleading information that may materially affect the Application is grounds for immediate refusal of the Application.

The Applicant will also agree, by signing the Application that the information may be:

- collected and used by the Department to determine eligibility for funding;
- disclosed to third parties;
- published on the Department websites;
- forms no obligation by the Department to provide funding now or at any point in the future and that merely meeting the Program's requirements does not ensure or oblige the Department to fund the activities proposed in this Application; and
- in the event that this Application for funding is approved it will require the execution of a Contribution Agreement.

By signing and submitting the Application the Applicant acknowledges that the information contained herein is subject to the Canadian Access to Information Act and Privacy Act.

3.2 Work Plan and Budget (electronic spreadsheet)

The Work Plan and Budget requires the following information:

- Legal name of the Entity;
- Title of the Project (the same name as listed on the Application Form);
- Description and Budgeted costs broken down by activities (generally this means by trips);
 - Start date and End date of each activity. These must correspond with the Projects Start and End dates identified in the Application Form;
 - A detailed description of the activity;
 - Names and job titles of all participants; and
 - The detailed budgeted costs for each activity (it must be possible to understand how you reached all individual amounts). These amounts must correspond with funding request identified in the Application Form.

NOTES: Only complete white sections of the Budget Form. Light and dark blue sections are locked and will be completed by the GGI Program Officer.

Ensure that all activities are entered in chronological order. In the activity description include both a description of the activity, the names of participants, a breakdown of the costs listed in the cost section to enable an auditor to understand how you determined your budget. For example, the number of nights, number of taxis taken. Submit the Excel version as part of your Application (you may choose also to send a pdf copy of the spreadsheet).

The spreadsheet can accommodate up to eight activities. In the event you need to budget for more than eight activities, fill-in a second spreadsheet and name it accordingly.

The default contribution rate of 75% is built into the budget spreadsheet. Should you prefer to receive a lower contribution rate in order to cover more costs without exceeding the maximum \$75,000 contribution please mention it in your Application Form in section G-4 (e.g. Requesting 75,000 (31% of eligible GGI Project cost)).

Expenses identified should reflect the best estimated cost. GGI understands that the costs are only forecasted and GGI can provide some flexibility between forecasted and actual cost as long as the total amount of the approved funding identified in the contribution agreement is not exceeded.

In-kind contributions will not be considered when determining total Project costs for GGI funding.

You must declare funds received from other governments (provincial or municipal) only once you have received them. Upon any such funds being received, the stacking limits will be reviewed to ensure the total government sources are within 75% of any eligible line item. If it is determined that the

government stacking limit has been exceeded, GGI approved funding will be adjusted in order to comply with these limits.

3.3 Performance Measurement Plan

The Performance Measurement Plan (PMP) provides evidence of how the Applicant plans on meeting GGI program objectives.

- **Performance Indicators:** The leftmost column of the PMP outlines the pre-determined performance indicators that each Project must meet. The final results of the Project will be measured against these indicators.
- **Expected Results:** Applicants must indicate the expected results for each indicator. At the end of the Project, Applicants will identify the actual results and compare them to what was expected.
- **Data Source:** Applicants must indicate what information source they will use to measure the expected results. Applicants will not need to submit copies of any of these data sources to the Department.

All the white cells of the PMP must be completed. Please refer to the example PMP sent with the Application for further detail. You may base your PMP on the examples provided as long as you alter it for the specific context of your Project.

4.0 Project Review Process

There are four phases within the Application Review Process:

4.1 Phase 1 - Receipt and Preliminary Assessment

To begin the GGI funding process, the Applicant electronically submits an Application to GGI at innovation@international.gc.ca at least eight (8) weeks prior to the commencement of the proposed Project activities. The Applicant will receive an automatic acknowledgement from the system informing them that the Application was received. The Department does not review incomplete or draft applications.

A preliminary assessment of the Application will be conducted to determine whether sufficient and satisfactory information was provided. During the Receipt and Preliminary Assessment phase, the Applicant will be informed whether further information and clarification is required. Applicants will also be informed if the Project does not meet GGI program criteria or if the Application has been deemed incomplete.

In order to ensure an eight (8) week processing time, Applicants should provide immediate responses to any Project-related inquiries from the Department. Delay in

responding to inquiries may result in additional processing time or the Application may be declined if requests for information are not provided within one month of the request.

NOTE: Information provided in the Application will be collected and used by the Department to determine eligibility for funding under the Going Global Innovation Program. Information provided to the Department herein is subject to the Access to Information Act. Personal information (such as name, home address and home phone number) will be protected in accordance with the Privacy Act. Information provided about the Project may be published on the Department web site in the event that the Project is approved for funding.

The Applicant understands that by signing and submitting the Application in no way forms an obligation by the Department to provide funding now or at any point in the future.

4.2 Phase 2 - Formal Review

During the Formal Review phase, The Department will assess all documents submitted and all exchanges with the Applicant.

Applicants may be contacted by the Department should further information and clarification be required at this phase.

Once the Project has been assessed and recommendations provided, the Application is submitted to management of the Department's Innovation, Science and Technology Division for a final decision. If the Application is approved it will move to Phase 3 of the review process. If the Application is declined, the Applicant will be informed via email and a brief explanation outlining the reason(s) why the Project could not be supported will be given.

4.3 Phase 3 – GGI Approval

Successful Applicants will be notified via email when the proposed Project is approved for funding. Information regarding the next steps in the funding process will be provided to successful Applicants at that time.

Upon receiving notification of funding, successful Applicants can begin incurring approved GGI expenses from the date the project was approved and before the signing of the Contribution Agreement, provided that the Contribution Agreement is subsequently signed. No expenses incurred prior to Project approval will be considered for GGI funding.

4.4 Phase 4 – Contribution Agreement

A Contribution Agreement stating the general conditions, obligations, and responsibilities of all Parties must be executed. The signing authority for the Entity (as identified in the Application Form) and the Department representative must sign the Contribution Agreement prior to the start of any Project-related activities.

5.0 What is a Good Application?

Applications that have a greater chance of success will:

- Clearly outline the Project's objectives and expected outcomes;
- Explain the R&D Collaboration (what do the collaborators want to establish/create together);
- Define the complementary technology, expertise, and/or knowledge contributed by each participant to the collaboration;
- Describe the downstream commercial potential of any products, service or application resulting from the collaboration;
- Clarify the collaborators' roles and responsibilities in the joint R&D collaboration;
- Provide a complete list of all Foreign Entity with full contact information for each person; and
- Include detailed plans for next steps that will build upon initial Project results.